

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. II.

NEW YORK, MAY 14, 1890.

NO. 31.

YOUR NEWSPAPER
ADVERTISING?

N. W. AYER & SON,
NEWSPAPER ADVERTISING AGENTS,
PHILADELPHIA.

THE LADIES' HOME JOURNAL

Pays the highest prices for the best obtainable matter in all its departments. It caters to the best classes of society and is in a position to command the best thoughts of the best writers, and the services of the most distinguished American Artists and Engravers. Its advertising columns are as carefully edited as the editorial page and are always filled, weeks in advance, by the best known and leading advertisers of the country.

The confidence with which readers regard its advertising columns is so strong that results are DOUBLE what would be expected from the same circulation in a combination of other mediums. The demand for its space is such that an advance in advertising rates is contemplated for the coming year. Present rate \$2.00 per line each insertion with no discount for any length of time or amount of space.

Circulation for the past year 542,500 copies each issue, not including November and December numbers, of which we print one million copies each.

CYRUS H. K. CURTIS, PUBLISHER,
PHILADELPHIA, PA.

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ANDREW J. AIKENS.

THE ORIGIN OF CO-OPERATIVE NEWSPAPERS.

Who first conceived the idea of publishing newspapers on what is known as the "co-operative plan," is one of the vexed questions of the newspaper business. It is generally admitted that this same idea occurred to different persons at different times, each supposing himself to be the sole inventor. The inventions of the steam locomotive, the sewing-machine, the self-binding reaper, the telegraph and the telephone are all parallel cases. The person to whom the idea of the co-operative newspaper first occurred is shrouded in much mystery, and there are no facts now available to settle the matter satisfactorily. But as Emerson has truly said, what interests the world is who spoke the thought, and not who thought it and then died.

It is now generally conceded that Mr. A. J. Aikens, of the Milwaukee firm of Cramer, Aikens & Cramer, was the one who first put into practice the scheme of incorporating advertising in half-printed sheets to be furnished to country publishers. Mr. Aikens writes to *PRINTERS' INK* in regard to his invention as follows: "In 1846, while yet an apprentice to the printing business, I conceived the idea of printing the general news and miscellany of a newspaper, together with the general advertising, upon one side, at the metropolitan office, the other side to be completed by the insertion of local matter and local advertising. I have since found that several publishers in England and the United States had before that time printed what were termed half-printed sheets, without the advertising feature. However, I had not heard of such being done at the time. The advertising feature was the feature that gave the impetus to the business which the all-reading plan theretofore did not give. In 1863, at a meeting of the Merchants' Association of Milwaukee, I laid before them my theory of printing the general miscellany and general advertising upon one side of the paper, and local matter and local advertising upon the other, at prices so low that hundreds of newspapers would find it for their interest to take these half-printed sheets. Print paper at that time was very expensive, and a seven-column folio cost 40 cents a quire, half printed. The estimate which I made at the time of the amount

of reduction in prices that would be possible for given amounts of advertising I still have. It begins with one column of advertising, at which the sheets could be sold for 36 cents per quire, and for two columns of advertising they could be sold for 32 cents a quire, and for three columns, 28 cents a quire. This gave the publishers 12 cents reduction on the cost of the sheets, and of course no all-reading sheets could be afforded at the price. At this meeting of the Merchants' Association two columns of advertising were guaranteed if our firm would undertake the publication of co-operative newspapers printed in Milwaukee. The object of the association in having the co-operative papers printed in Milwaukee was to secure the friendly influence of the newspapers themselves. The firm of Cramer, Aikens & Cramer commenced the publication early in the following year, and, with this advertising feature modified as to prices, the number of newspapers taking patent sheets has increased from four to more than six thousand."

Mr. Aikens—of whom a portrait is given on the preceding page—has had a most varied newspaper experience, and a short sketch of his life will not be out of place here. He comes of good Vermont stock, his earliest occupation having been that of teaching school. He was possessed, however, of a mechanical turn of mind, and at the age of fifteen he took a fancy to learn the printing business. For this purpose he entered the office of the *Spirit of the Age*, at Woodstock, Vt. Three years later he had made such good use of his opportunities that he was in charge of the printing office and was editor one year. Subsequently he became editor of the Bennington (Vt.) *Gazette*, North Adams (Mass.) *Sentinel*, and proof-reader in the State Printing Office at Boston. In the interest of the New York *Evening Post* he went West, where he made the acquaintance of Mr. Cramer, with whom he became associated in the printing business at Milwaukee.

To Mr. Aikens' idea of incorporating advertising into his ready-prints may be ascribed the large growth of the business, for without this feature it is manifest it could never have attained its present development. He was most prominent in the business from 1864 to 1879, his active connection having ceased some ten years ago. On their list of papers (Milwaukee Newspaper

Union) Cramer, Aikens & Cramer by Wm. E. and John F. Cramer, which have to-day one paper—the Burlington *Standard*—which they have been printing continuously for twenty-six years. In proof of the genuineness of their claim, Messrs. Cramer, Aikens & Cramer have produced a variety of

James H. Beals, Jr., whose portrait appears on this page, has, for a period extending over thirteen years, been prominently connected with the co-operative business as the President and



JAMES H. BEALS, JR.

largest stockholder of the New York Newspaper Union. Mr. Beals was born in Boston, Nov. 14, 1849. His father and grandfather had each been large stockholders in the Boston *Post*, and Mr. Beals' earliest business venture was in connection with that

circulars issued in the interest of their co-operative business, the earliest of which bears the date March 1, 1865, and the estimate above referred to by Mr. Aikens has also been put in evidence. It bears the marks of age, and is dated 1863. The circulars are signed

paper. He was in charge of the *Post's* advertising department for a number of years, but in 1877 he branched out for himself by buying a part interest in the New York Newspaper Union. On Jan. 6 of that year he was elected President of the Union in the place of Mr. Aikens, who resigned, having disposed of his interest in the business. In 1879 Mr. Beals started the Baltimore Newspaper Union; in the following year the New England Newspaper Union; in 1883, 1884 and 1886, respectively, the Pittsburg, the Charlotte (N. C.) and the Birmingham (Ala.) Unions were started, all of which are being successfully conducted at the present time. Mr. Beals was also elected, in 1883, President of the Atlanta (Ga.) Newspaper Union, a concern which is wholly distinct from the New York Newspaper Union system. When he acquired his interest in the New York Newspaper Union it had a list of only 275 papers. Now, with its branches and other connections, it issues 1,400 papers, which are combined for advertising purposes under the name of the Atlantic Coast Lists. These papers circulate an aggregate of more than a million copies each week. In order to conduct this immense business forty fast presses are in use, and forty tons of paper are consumed weekly. The weekly pay-roll amounts to \$3,000.

In regard to the origin of the co-operative plan in England, the following reply to a correspondent, extracted from the London *Printing Times* of June 1, 1873, will be of interest: "The origin of the partly printed, or, to use the more preferable term, the auxiliary system, took its rise in the almanacs which for the last twenty years have been issued in London for publication in the country. These, I think, were the invention of some of the religious associations of the metropolis. The late Mr. Chas. Knight sought to apply this mode of publication to periodicals issued at a shorter interval than a year, and adapted his *Town and Country Magazine* so that country publishers could produce it as a local production. This magazine, however, was not a continued success. Mr. William Eglington, a printer in Aldersgate street, at first in a comparatively small way of business, bethought himself, after issuing a very good partly printed household almanac, of getting up a monthly advertising medium for country printers, one side of which

should be left blank. This he did, and dotted the country with these little broadsheets, which in many towns were the precursors of the cheap press. When the stamp duty was abolished—at least as a compulsory tax—he began to issue weekly newspapers on this system. I think, then, that Mr. Charles Knight was the originator of the *partly printed system*, and to Mr. William Eglington is due the credit of applying it to the publication of newspapers. Mr. Eglington, I believe, continues to conduct a business of this kind, but he has removed his office; while Messrs. Cassell, Petter & Galpin are active rivals in issuing sheets of this description to country printers."

Like all new enterprises, the co-operative newspapers of the early days lacked many of the essentials needed to induce the better class of country newspapers to adopt the system. From a crude and small beginning, a quarter of a century ago, the co-operative system has grown to be an enormous business, embracing at the present time nearly 7,000 American newspapers. So perfect has the system been made, and so complete its methods for supplying the needs of country publishers, that its adoption by them has been the means of improving and elevating the standard and character of American newspapers fully thirty per cent.

One of the best improvements has been the introduction by a union of different publication houses in various parts of the country, from which it furnishes patrons with papers in the different States covered by its lists. In this way the business has been localized, and the "ready prints" have been made of local interest in the communities where they are read. In the early days the report of a national convention, or some enterprise of national importance, was about as near as the co-operative system came to be of local interest to its readers. All this is now changed. With publication houses, located at convenient distances from one another, the details can be given of State, Congressional and county conventions, as well as the reports of State and county fairs and other important matters of local interest in each locality, thus giving such news as the average country publisher could not get nor afford to print himself.

Ever since the co-operative idea was first put into practical operation there has always been a more or less distinctly outlined prejudice against newspapers

issued on this plan. The term "patent outsides," which was first applied to them in contempt, has clung to them, and that is now the name under which they generally go. But a little reflection will show that this prejudice has no real grounds and that the newspaper which patronizes a good union practically enlists the services of trained editorial, printing and business departments. As fully one-half—on an average—of the matter furnished by local papers is of a general nature, and such as would be available for publication in other papers, it will be seen that an immense saving in composition, as well as a large increase in the average amount of reading given by the papers, would be the effect of the auxiliary plan, under good management. But this is not all. The distracting duties of the country editor are apt to prevent as thorough work in any department as he himself would desire. It is easy to see, however, that the employment of an editorial force to select and compile the matter expressly for a set of papers could hardly fail to produce a marked improvement in the character and arrangement of the department undertaken by them—that is, the general selections and compilations. The co-operative plan has given a newspaper to many a small country town that would otherwise have been obliged to go without, and to those who have brought the system to its present perfection belongs the credit for this most desirable state of affairs.

THE *Detroit Journal* has a notice at the head of its State news column, in which it admonishes its correspondents never to address a communication in the name of any of its editors, and adds: "Men may come and men may go, but the *Journal* keeps right on at the old stand and prints the news." Nothing could more completely demonstrate what a nonentity a man becomes when he connects himself with a metropolitan daily. He is one of the parts to a machine, known only by one general name, and when he ceases to act in unison with the other parts he is quickly replaced by another. He may labor unceasingly, his work may be of the best, and yet he is not known outside of the office. The paper absorbs the credit, not he, and when he steps down and out he takes nothing but his salary, and oftentimes that is meager enough.—*Tuscola County (Mich.) Advertiser*.

BIG ADVERTISERS.

Occasionally I see about New York the men who have made fortunes in patent medicines. Helmbold, of Buchu fame; Dr. Pierce, of Buffalo; Dr. Kennedy, the Massachusetts Scotchman; young Hood, of Lowell, and others are frequent guests at uptown hotels. I was talking yesterday with an old advertising agent of twenty-five years' experience, when he called my attention to the fact that all these and other great patent medicine men had made their fortunes from small beginnings. "Now, I will tell you the secret of their success," said he. "Beginning in a small way they were able before they branched out wide to test their original remedies and improve them, so that they really had something that the public said was good. Advertising made them, of course, but I can show you by a single instance that advertising will not make a patent remedy a success unless it is right for the market. A man who put a fruit preparation on the market a short time ago had a quarter of a million dollars capital to start with. He had something that was good, but had never been tested in our climate. He spent all his money for advertising, but in a year or two found that in this climate the fruit preparation became worm-eaten or spoiled, and his money was thrown away. Suppose he had started poor like these other men. He would have found out with small loss the thing which it cost him a quarter of a million to discover. I tell you it is small beginnings that count everywhere."—*Carson Lake in New York Press*.

THERE are published in the interests of Freemasons 30 newspapers; 14 for the Knights of Labor; 22 for the Odd Fellows; 19 for the Ancient Order of United Workmen; 24 for the Knights of Pythias; 24 for the Grand Army of the Republic, and 11 for the Patrons of Husbandry. These papers are the best advertising mediums for manufacturers of regalia, banners, badges, etc.

THERE are printed in Spanish here in this country 38 newspapers; in Bohemian there are 24; in Hollandish, 13—one in Michigan bearing the title of *Yankee Dutch*; 13 are in Polish; 13 in Italian, and 6 in Welsh, the Remsen (N. Y.) *Y Cenhador Americanaidd* boasting of the longest name.

THE CO-OPERATIVE SYSTEM

There are few industries that come so close to so large a proportion of the population and are so little understood generally as the "patent outside" or co-operative system of publishing newspapers. Many intelligent persons have never even heard of the existence of what may be termed newspaper factories, while the editors themselves have little idea of the extent of the business, or the number of companies that are engaged in it.

The latest statistics show that there are now 6,824 papers printed on this auxiliary-sheet plan, with an aggregate circulation in excess of three and three-quarter million copies a week. This work has necessitated the investment of an actual cash capital of several millions of dollars, and gives employment in the Union offices alone to many hundred men.

As the readers of PRINTERS' INK are generally familiar with the co-operative plan, it will be necessary to state simply that the various co-operative printing companies furnish the country publishers with sheets printed on one side with general news and miscellany, and with the other side blank, upon which the local news is to be printed. The sheets are furnished in this form for about the cost of the paper alone, the Union paying the expense of the printing, and deriving its own profits from the proceeds of a limited amount of advertising. These sheets are always well printed, emanating as they do from large and well-equipped city printing establishments. The experiment has been tried at various times of issuing such sheets without any advertising and at a slightly advanced price, and has invariably been abandoned as unprofitable and impracticable; but of course it is understood that the mainstay of the system is the advertising which the Union incorporates on its side of the sheet.

As advertising media they offer many advantages. It is quite as easy to underestimate as to overestimate their value. Take, for example, the New York Newspaper Union List. It prints each week 260 papers. The aggregate circulation exceeds 150,000 copies weekly. The cost of a one-inch advertisement, one week, is \$17.50, or about seven cents a paper. If an advertiser were to contract with each of these papers separately, through its home office,

he would find the cost to be about half a dollar a paper, and it would necessitate his communicating with each publisher, by mail or otherwise, to learn the cost, order the insertion and pay the bill. Through the Union, it can all be done on one application. Hence there is a very large saving on all small orders of both money and labor. If an electrotpe is to be used, each List requires from one to six only. On large orders the discounts are considerable. There is hardly a large advertiser in the country who does not use these lists more or less, and many of them make yearly contracts.

The following is a pretty complete list of the companies engaged in furnishing these partially printed sheets, together with a statement of the number of newspapers controlled by each, the territory over which the home offices of the newspapers are distributed, and the rate per line (agate measure) demanded by each for the insertion of advertisements:

| | Rate per line, 1 time. |
|---|------------------------|
| New York Newspaper Union List of 260 papers in New England, Middle and Southern States..... | \$1.25 |
| Union Printing Company List of 120 papers, principally in New England and Middle States..... | .75 |
| New England Newspaper Union List of 150 papers in New England States.. | .75 |
| Philadelphia Newspaper Union List of 150 papers, principally in Pennsylvania, New Jersey, New York and the South..... | .75 |
| Pittsburg Newspaper Union List of 180 papers, principally in Pennsylvania, Ohio, New York and the South.... | .75 |
| Baltimore Newspaper Union List of 150 papers, principally in Pennsylvania, Maryland, Virginia, West Virginia and North Carolina..... | .60 |
| Atlanta Newspaper Union List of 225 papers, principally in Alabama, Georgia, Mississippi, Tennessee, Louisiana, North Carolina, South Carolina and Florida..... | 1.10 |
| Southern Newspaper Union List, Charlotte, N. C., of 62 papers, principally in North Carolina and South Carolina..... | .30 |
| American Newspaper Union List, Birmingham, Ala., of 105 papers, principally in Alabama, Louisiana, Florida, Mississippi, Tennessee and Texas..... | .50 |
| Kellogg's Chicago List of 301 papers, principally in Illinois, Iowa, Michigan, Indiana and Wisconsin..... | 3.25 |
| Kellogg's St. Louis List of 380 papers, principally in Missouri, Illinois, Indiana, Iowa, Arkansas, Louisiana, Tennessee and Texas..... | 3.00 |
| Kellogg's Cleveland List of 196 papers, principally in Ohio, Pennsylvania and New York..... | 2.00 |
| Kellogg's Kansas City List of 204 papers, principally in Kansas, Missouri, Nebraska and Colorado..... | 2.50 |

Rate per line, 1 time.

| | |
|---|--------|
| Kellogg's Cincinnati List of 230 papers, principally in Ohio, Indiana, Kentucky, West Virginia and Tennessee..... | \$2.00 |
| Kellogg's Memphis List of 195 papers, principally in Mississippi, Arkansas, Tennessee, Louisiana and Alabama..... | 1.50 |
| Kellogg's St. Paul List of 121 papers, principally in Minnesota, North Dakota, South Dakota and Wisconsin..... | 1.00 |
| Chicago Newspaper Union List of 415 papers, principally in Illinois, Iowa, Indiana, Michigan and Wisconsin..... | 2.50 |
| Standard Newspaper Union List of 104 papers, principally in Illinois, Iowa, Missouri and Kansas..... | .75 |
| Fort Wayne Newspaper Union List of 167 papers, in Indiana, Ohio and Michigan..... | 1.35 |
| Indiana Newspaper Union List of 117 papers, principally in Indiana..... | .75 |
| Milwaukee Newspaper Union List of 82 papers, principally in Wisconsin, Minnesota, Michigan and Ohio..... | .75 |
| Wisconsin Publishers' Union List of 71 papers in Wisconsin, Iowa, Illinois, Minnesota and South Dakota..... | .75 |
| Sioux City Printing Co's Newspaper Union List of 164 papers, principally in Iowa, Dakota, Nebraska and Minnesota..... | 1.25 |
| Sioux City Newspaper Union List of 194 papers, principally in Iowa, Dakota and Nebraska..... | 1.35 |
| Western Newspaper Union Des Moines List of 136 papers, principally in Iowa..... | 1.30 |
| Western Newspaper Union Omaha List of 240 papers, principally in Nebraska, Kansas, Iowa and Idaho Ter..... | 2.25 |
| Western Newspaper Union Lincoln List of 116 papers in Nebraska and Kansas..... | .90 |
| Western Newspaper Union Kansas City List of 170 papers, principally in Kansas and Missouri..... | 1.60 |
| Western Newspaper Union Detroit List of 114 papers, principally in Michigan..... | 1.00 |
| Western Newspaper Union Dallas List of 220 papers, principally in Texas..... | 2.50 |
| Western Newspaper Union Denver List of 140 papers, principally in Colorado..... | 1.10 |
| Western Newspaper Union St. Louis List of 100 papers, principally in Missouri, Illinois and Arkansas..... | 1.00 |
| Western Newspaper Union Topeka List of 160 papers, principally in Kansas..... | 1.50 |
| Western Newspaper Union Chicago List of 165 papers, principally in Illinois, Indiana, Iowa, Michigan, Missouri and Wisconsin..... | 1.40 |
| Western Newspaper Union Winfield List of 100 papers, principally in Kansas and Oklahoma Ter..... | .80 |
| Northwestern Newspaper Union St. Paul List of 225 papers, principally in Minnesota, North Dakota, South Dakota and Wisconsin..... | 2.00 |
| Dakota Newspaper Union Aberdeen List of 80 papers, principally in North Dakota, South Dakota and Washington..... | 1.00 |
| San Francisco and Northern Pacific Newspaper Union Lists of 128 papers on the Pacific Coast..... | .60 |
| Canadian Newspaper Union List of 53 papers in Canada..... | .40 |
| Auxiliary Publishing Co's List of 125 papers in Canada..... | 1.25 |

The total price per agate line for an advertisement in the entire list of 6,757 papers, with an aggregate circulation in excess of three and one-half million copies weekly, is \$46.85 a line.

Discounts for continued insertions and large orders are always given. The amount of the discount depends upon the size of the order, and varies from 5 per cent. to 50 per cent., and on very large orders it is even more than this.

To the above list may be added the newly organized concern which undertakes to furnish ready prints for humorous papers.

Omitting the large cities, the daily papers and monthlies, there remains not far from 10,000 publications that may be properly denominated "country weeklies." Over 6,750 of these are printed upon the co-operative plan—as was shown above—or, in other words, more than one-half of the entire number.

A CLASSICAL ADVERTISE- MENT.

The modern advertiser, in his search for something that will tickle the fancy of newspaper readers, is content not only to draw upon the resources of the present day, but goes back even into the shades of antiquity and remodels classical fables to meet his wants.



R. HALL'S PULMONARY BALSAM,

THE BEST REMEDY FOR

Asthma, Coughs, Colds, Groug, Influenza, Bronchitis, Catarrh, Loss of Voice, Emphysem, Consumption, and all Throat and Lung Troubles.

Readers of PRINTERS' INK will doubtless recognize Diogenes, the philosopher of the tub, as the prototype of the curious-looking party in the sombrero which is depicted in the above advertisement.

SHALL NEWSPAPERS EMPLOY A SPECIAL AGENT?

Mr. Lester A. Rose, the editor and publisher of the Ottawa (Ill.) *Journal*, recently delivered an address before the Inter-State Association of Dailies on the subject, "Shall We Employ a Foreign Advertising Agent?" At the very beginning he explained that his answer to this question—which is now being agitated by various press associations—must depend upon whether it was intended to antagonize the regular advertising agencies or whether it was meant to have the special agent act in co-operation with them. "If the object of this convention," said Mr. Rose, "is to determine whether we shall employ an advertising agent and discard altogether the reliable agencies, such as Lord & Thomas, Rowell, Ayer & Son, Nelson Chesman, Bates and others of responsible and honorable character, then I must say no."

He then went on to explain that, while he had not always been able to get the prices that he would like from the advertising agencies, he had always sustained the most enjoyable relations with them. He took a great deal of solid comfort, he asserted, in replying in such chaste and classical style as "Go, soak your head," to some responsible house which had made him an advertising proposition he was unwilling to accept. This unique mode of correspondence he had found to be an inexhaustible source of entertainment.

Mr. Rose did not think it was fair to blame the advertising agencies for sending out propositions which many publishers see fit to accept, and asserted that "the provincial publishers of daily papers are their own worst enemies." Apropos of this, he related a personal experience which he had with the St. Louis firm of Nelson Chesman & Co., by which they had offered him one-quarter of his net scale for certain advertising, and offered to pay him in "swamp lands, old iron, or mining stock at par value." This proposition he had not accepted, but, after a short correspondence, had succeeded in coming to a satisfactory understanding, and is now receiving from them \$200 a year.

The speaker next made some sensible remarks on the subject of preferred positions, and the frequent failure of publishers to give such advertisements the position contracted for.

"If you take an advertisement in preferred position, it is your fault that you do not get an advanced price for it, and when you accept it at any price it is your fault if an agent 'checks' you. It is your duty, and you have promised to see to it, that your foreman carries that advertisement in its proper position. I have not been checked by the Royal Baking Powder, Swift's Specific, Pyle or Fairbanks, for over three years. Since I began to edit my advertising and edit my forms, my statements tally with those with whom I have contracts. I have gone this far into the details of doing business with advertising agencies in view of the feeling that there may be some present who have had trouble that might have been averted by a more careful attention on their part, and from the fact that I see so many advertisements out of position in my exchanges. There are advertisers who will not contract for advertisements unless in special position. If they are carried out of position, that is the publisher's fault, not the fault of the advertising agent. We cannot expect to do business with a firm that is doing business for another—a Shylock who demands his pound of flesh—unless we keep our part of the contract."

Of the firm of Geo. P. Rowell & Co. Mr. Rose spoke in the highest terms. He said: "If there is no 'checking' to do when a bill is received, the reliable and reputable agencies will all, in time, become as prompt pay as Geo. P. Rowell & Co., and you can count on the train on which their check will be returned in payment of a bill, unless the mail train is ditched."

The metropolitan dailies he found were serious rivals, since so many of them were equipped with able-bodied "circulation liars." As an example he cited the case of an advertiser who intended covering the country pretty thoroughly, among other places on his list being Ottawa. "He turns to Rowell and finds that the daily circulation of the Ottawa *Journal* is between 1,000 to 1,500, sworn to. Then he asks the business manager of the Chicago paper what the circulation of that sheet is in Ottawa. By referring to his book, which is automatic and elastic, its business manager, through his educated stenographer, who is also automatic of tongue and elastic of conscience, informs the customer that the circulation in Ottawa of the Chicago

paper is from 500 to 1,000 a day. The truth of the matter is, he doesn't know anything about it; the Western News Co. handle his circulation in provincial towns."

On the whole, Mr. Rose was in favor of the association employing a special agent. His first work, he thought, "should be to visit the leading advertising agencies and put every paper on friendly terms with them, and establish a standard price according to circulation, and then, gentlemen, maintain that price and raise it with every 500 you add to your circulation. Don't say this cannot be done; I know it can, and every advertising agent in America will hail you with open arms, provided you furnish them with the documents that your circulation is just as you represent it." Mr. Rose finally concluded his address in the following significant terms: "Shall we employ an advertising agent? Yes. If for no other reason, to get our papers on an equal basis and on good terms with the great advertising agencies of America. They are the friends of the truthful publisher; they are a part of the country newspaper."

A PLEA FOR CO-OPERATIVES.

The Chicago Newspaper Union issues a pamphlet in which appears, by way of introduction, an argument favoring, as advertising mediums, those newspapers printed on the co-operative plan as opposed to the big dailies. An extract from this, in connection with the topic which forms the subject matter of this issue of PRINTERS' INK, may appropriately be quoted:

"How to reach the consumers of the articles advertised through such mediums as have the least waste—that is, papers that go to the family and are read in the home circle—is ever the study and aim of the judicious and successful advertiser. What class of papers have the most waste for the advertiser—that is, papers that are glanced over for a market report or a telegram, and then thrown away? Most undoubtedly the daily papers. Not so with the home country paper. There is comparatively no waste to the advertiser in the country newspapers, for, with the exception of the few exchanges, every copy printed goes into the homes of paid subscribers, and is sometimes read over and over again during the week. A country weekly

of one thousand circulation can do better service for an advertiser than a daily of five thousand circulation. The country weekly goes into the family, has less of its space devoted to unseemly display and unsightly cuts, is conservative and not sensational. Every copy of it is read in the home, while the daily is thrown aside on the streets, in stores, around railroad depots, on the trains and street cars after the merest perusal of its columns. The advertiser, as a general rule, gets all he pays for in the country home paper. This is especially the case with advertisers in the co-operative papers, because there is rarely more than one and a half to two columns of advertising on the co-operative pages to confuse the reader and divide his interest. It is a well-known fact that the most enterprising and extensive, as well as the most progressive and successful, advertisers in America are regular patrons of the co-operatives, while those who have failed to make advertising a success rarely if ever patronized their columns.

"The shrewd advertiser should take into consideration, when about to invest his money, the character of the readers of the different mediums presented to him for consideration. If the owner of a proprietary medicine, for instance, should desire to invest \$100,000 in newspaper advertising, from what class of mediums might he reasonably expect the best returns for his money? Most undoubtedly from the home country weekly newspapers, and for the following reasons: Take a large city of a million people that would necessarily have to be reached by the advertiser through daily papers. Of this population a large per cent. are poor people, unable to purchase anything but the bare necessities of life, and consequently unable to respond to anything calling for an outlay of over a few cents. This class of people are reached—if, indeed, they can be reached at all—at heavy cost through the cheap penny daily papers. Another class of people in the large cities that are of little value for the consumption of proprietary medicines are the rich. They hardly ever purchase a bottle of patent medicine, but employ their family physician upon every occasion of complaint in a member of their family, no matter of how trivial a nature. This class is reached at great expense by the large daily

papers. Taking these two great classes out of the population of a large city, and the advertiser would have to depend upon the remainder for custom to purchase his goods and make his advertising profitable. Now, how about the chances of this same advertiser in a population of a million people in the towns, villages and farm homes of the country, reached and regularly visited by the local home papers? No class too poor here to purchase a bottle of medicine or a box of pills when they need them. No class so aristocratic as to sneer at patent medicines, and employ only a pampered physician in time of illness at his own price. Nearly every one of this million people, reached by the local home papers, use patent medicines in one way or another, and has the means to purchase them. Surely the advertiser's field would be more profitable here than in the great city. This same argument holds good for other advertising as well as proprietary medicines."

AMERICAN ADVERTISEMENTS IN RUSSIA.

Our magazine and newspaper advertisements, it seems, are regarded with suspicion in foreign countries. In Russia the press censor has gone so far as to attempt to prevent the circulation of certain advertisements which were considered objectionable in the territory over which he has authority. Mr. George Kennan relates the circumstance in the course of his interesting article in the *May Century*, entitled "Blacked Out":

"In the summer of 1888 Mr. Holl, an American gentleman traveling in Russia, received from the postal authorities a copy of the *Century* from which had been torn not only the Siberian paper for that month, but nearly all of the leaves that contained advertisements. Curious to know why the *Century* advertisements were regarded as objectionable, Mr. Holl called upon one of the police officials in the town where he happened to be, exhibited the mutilated magazine, and asked for an explanation. He said that he was not particularly surprised at the tearing out of the article upon Russia, but he could not understand why the advertisements had been removed. He then added—as a mild American joke—that it might perhaps be attributable to the

fact that many of the advertisements set forth the virtues of American soap, and that, from such observations as he had been able to make in his journey through the empire, he had already reached the conclusion that soap must be a prohibited article, and in that case, of course, it was only natural and proper that the censor should tear out and destroy all soap advertisements in foreign magazines. The police official, whose intelligence had not been cultivated up to an appreciation of American jokes, took offense at this innocent bit of raillery, and Mr. Holl had some difficulty in placating him. When, however, his ruffled dignity had been smoothed down, he informed the American traveler, with an air of severe condemnation, that the *Century* advertisements had been torn out 'because they contained notices of irreligious books!' From what ærial standpoint of pure orthodoxy he passed this judgment upon the books advertised in the *Century*, I do not know; but, as a member of a church that encourages ignorant and superstitious peasants to hang articles of clothing upon 'miracle-working' pictures and images, and calls that sort of fetish worship religion, he was doubtless quite right in regarding the books advertised in the *Century* as irreligious."

THE COUNTRY EDITOR.

He riseth in the morning and knoweth not what a day may bring forth. If he telleth all the news he runneth a great risk of having a tin ear put on him, and if he telleth not the news the people say he is n. g., and there is no joy in it. The crafty man cajoleth him into giving him a 50-cent puff for a 5-cent cigar, and fond mothers frown on him if he fails to flatter their freckled-faced broods. And all his ways are ways of woe, and his days are full of sorrow. The life insurance man setteth snares for him, and on the whole he hath a deuce of a time.—*German-town Republican*.

A VERY remarkable blind man is William E. Cramer, proprietor-editor for more than forty years of the *Milwaukee Evening Wisconsin*. He lost both sight and hearing when a boy. He dictates editorials daily, and has the leading journals read to him by the audiphone. He has traveled extensively in this country, South America and Europe, in company with his wife, and knows much of them.—*San Francisco (Cal.) Argonaut*.

COMMENDATIONS.

ISAAC PITMAN & SONS,
Shorthand & General Publishers,
Printers, etc.
Established 1837.

New York, May 3, 1890.

Geo. F. Rowell & Co.:

Thanks for specimen copy of PRINTERS' INK. I am delighted with its fancy character, and enclose my subscription. * * *

CLARENCE A. PITMAN.

THE CHAUTAUQUAN,
Dr. T. L. FLOOD, Editor and Proprietor,
MEADVILLE, Pa., April 21, 1890.

Geo. F. Rowell & Co.:

* * * I am a constant reader of PRINTERS' INK, and while your field is large your efforts are being directed in the right way. You have introduced many decidedly unique features.

T. L. FLOOD.

It is quite entertaining and instructive in PRINTERS' INK, and every advertiser in the land should take it for its valuable advice and the many pointers it contains regarding advertising matters.—*Sewing Machine Advance*.

I prize PRINTERS' INK on account of its many good hints and valuable information. Have a number of old copies laid away for reference for this special reason. W. J. THOMPSON, sole member KENNEDY & Co., Pittsburgh, March 28, 1890.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 25c. a line.

THE CHICAGO EVENING POST.

KELGUM" TAPE IS THE BEST.

FARMER'S CALL, Quincy, Illinois.

THE BARD," 110, Main St., Kan. City.

THE CHURCHMAN, the Episcopal Weekly.

THE CHURCHMAN, the Episcopal Weekly.

THE CHURCHMAN, the Episcopal Weekly.

SELIGMAN SUNBEAM, S.W. Mo. & N.W. Ark.

THE MONTGOMERY ADVERTISER leads in circulation in Alabama.

GAZETTE—Little Rock—covers all Arkansas and Eastern Texas.

It will pay Summer Resorts to advertise in leading Southern newspapers.

THE NASHVILLE AMERICAN is the leading newspaper of Tennessee.

TELEGRAPH, DUBUQUE, IOWA. 15,000 circulation. Population, 38,000.

THE KNOXVILLE JOURNAL is the leading newspaper of East Tennessee.

THE WEEKLY (Atlanta, Ga.) JOURNAL has averaged for 1890, 22,846 copies.

IT WILL PAY Summer Resorts to advertise in the RICHMOND (Va.) DISPATCH.

THE MEMPHIS APPEAL leads in circulation throughout the Mississippi Valley.

THE RICHMOND DISPATCH covers the best trade in Virginia and N. Carolina.

FARM JOURNAL, Richmond, Va. Circ'n, over 7,000; 1 inch (for 30 days) \$6 a year.

LAUGHLIN FOUNTAIN PEN—best in the world. Laughlin Pen Co., Antwerp, Ohio.

HOME, FARM AND FACTORY, St. Louis, Mo., At: 60,000; semi-monthly, agricult.

THE HOME CIRCLE, St. Louis, Mo. Monthly; 75,000 circ'n. Rate, 30 cents per line.

THE EVENING WISCONSIN, Milwaukee, has the largest circulation of any daily in the State.

COMMERCIAL GAZETTE, Pittsburgh, Pa., is specially valuable to Summer Resort advertisers.

THE MOBILE REGISTER is the leading paper of Southern Alabama, Mississippi and of Western Florida.

COLORADO EXCHANGE JOURNAL is the monarch of Western industrial weeklies, \$3.00 per year. Denver.

THE COMMERCIAL GAZETTE, Pittsburgh, Pa., has the largest family circulation of any paper in that section.

TOWANDA REVIEW: only daily paper in Bradford Co., Pa., and the leading weekly. Advertising rates reasonable.

THE CHURCHMAN for years has advertised more Summer and Winter Resorts than any other Religious Weekly.

THE CHURCHMAN for years has advertised more Summer and Winter Resorts than any other Religious Weekly.

THE CHURCHMAN for years has advertised more Summer and Winter Resorts than any other Religious Weekly.

REPUBLIC-JOURNAL, Littleton, N. H.—Larger circulation (3,720) than any two papers in White Mountain Region.

SAN FRANCISCO CALL, the best morning newspaper in California. Unequaled in circulation, character and influence.

25 FINE DOMESTIC CIGARS, postpaid, 50c. Local and general agents wanted. W. J. KAFROTH & CO., West Earl, Pa.

FLORIDIAN, Tallahassee, Fla.—Best advertising medium in State. Special rates to Hotels and Schools. 8 pages. \$1 a year.

TOURIST SEASON, Wilming., Del. Choice R. R. and Steamer Circ'n. Hotel ads., \$8 single, \$15 double col., inch, 3 months.

TROY BUDGET, most expensive but best advertising medium in Northern and Eastern New York and adjoining States.

LOWELL, MASS., has 60,000 population. The TIMES has the largest circulation among all classes. Send for specimen and rates.

SALT LAKE TRIBUNE, according to the American Newspaper Directory for 1890, has the largest circulation of any Daily paper in Utah.

It WILL PAY for 1,000 nicely printed Note Heads, or 500 Envelopes. Send cash with order. JOURNAL PRINTING CO., Kirksville, Mo.

PREVENTION OF FIRE IN HOTELS and other large buildings. Send 60 cents to WM. PAUL GERHARD, 39 Union Sq., New York City.

THE DAILY TRIBUNE has the largest circulation in Sioux City, Iowa. Sworn statement every month. N. Y. Office, 42 Tribune Building.

TORONTO GLOBE, according to the American Newspaper Directory for 1890, has the largest circulation of any Daily in the Province of Ontario.

PAPER DEALERS—M. Plummer, & Co., of 161 William St., New York, will fill any order for paper—from half a quire to thousand-ton lots.

SAN FRANCISCO BULLETIN—estab. 1895—is the leading evening newspaper of California in circulation and influence. Try it.

THE DENVER REPUBLICAN, according to the American Newspaper Directory for 1930, has the largest circulation of any newspaper in Colorado.

THE most complete and valuable **DIRECTORY OF THE DRUG TRADE** will soon be issued by D. O. HAYNES & CO., DETROIT. Sample pages on application.

THE CITIZEN, Lowell, Mass., has more readers among the classes that patronize "Summer Resorts" than any other paper in the city. Advertising rates low.

TIMES, Hartford, according to the American Newspaper Directory for 1930, and by general consent, has the largest circulation of any daily in Connecticut.

INTERIOR, Chicago, according to the American Newspaper Directory for 1930, has a larger circulation than any other Presbyterian weekly in all America.

WRITE TO GEO. P. ROWELL & CO'S Newspaper Advertising Bureau, 10 Spruce St., New York, for information, as to cost of Hotel and Summer Resort Advertising.

DALLAS NEWS and **GALVESTON NEWS**, according to the American Newspaper Directory for 1930, have the largest circulation of any daily papers in Texas.

A FIVE-LINE ADVERTISEMENT will be inserted one week in 6,000 village newspapers for \$300. Address: GEO. P. ROWELL & CO., No. 10 Spruce St., New York.

WE WILL insert 2 lines 1 week in 1,300 newspapers for \$15.00. Send for catalogue: address **NEW YORK NEWSPAPER UNION**, 134 Leonard St., New York.

ATLANTA JOURNAL, according to the American Newspaper Directory for 1930, has the largest circulation of any daily newspaper issued in the State of Georgia.

THE placing of Hotel and Summer Resort Advertisements in best mediums a specialty with GEO. P. ROWELL & CO., 10 Spruce St., New York. Good service insured.

MANITOBA and **GREAT CANADIAN NORTHWEST** completely covered by **WINNIPEG, MAN., FREE PRESS**—8 pages morning and evening; 16-page weekly.

THE LORD & THOMAS Religious Newspaper Combination is the medium for advertisers to reach the best buyers of the West. Lowest rate by all advertising agencies.

PEORIA JOURNAL, according to the American Newspaper Directory for 1930, has the largest circulation of any daily paper in Illinois, outside of the City of Chicago.

ADVERTISEMENTS received for leading American newspapers. Files kept three months for examination by advertisers. Address GEO. P. ROWELL & CO., New York.

ELECTROTYPES.—A large stock of electrical prototypes of engravings—embracing all subjects—at nominal prices. **THE PRESS ENGRAVING CO.**, 35 and 30 Centre St., N. Y.

WHEREWITHAL CO'S, Broad and Chestnut Sts., Philadelphia, Pa., "WHEREWITHAL"—Two-page Book, seven words, and no more surface Education. Price \$1.

BOOKS OF THE BIBLE ANALYZED by Pres't Schultze (Moravian) is a most welcome premium to free subscribers. Sample copy, &c., 23 cts. H. T. FONEAUFF, Easton, Pa.

THE KANSAS FARMER, published at Topeka, has the largest circulation of any Kansas newspaper according to the American Newspaper Directory for 1930. Ask for sample.

BUFFALO TIMES, according to the American Newspaper Directory for 1930, has a circulation which is exceeded by but one other paper in the State, outside the City of New York.

PORTLAND OREGONIAN, according to the American Newspaper Directory for 1930, has the largest circulation of any Daily paper published west of St. Paul and north of San Francisco.

NATIONAL TRIBUNE: is the only paper published at Washington, D. C., to which the American Newspaper Directory for 1930, accords a regular circulation exceeding 100,000 copies each issue.

OMAHA BEE, according to the American Newspaper Directory for 1930, has the largest daily, the largest Sunday, and the largest weekly issue possessed by any Nebraska newspaper.

WEST SHORE, an Illustrated Weekly, printed at Portland, according to the American Newspaper Directory for 1930, has more than double the circulation of any other Oregon newspaper.

633 NEWSPAPERS are printed upon the co-operative plan, and a 5-line advertisement can be inserted in all, one week, for \$20. Address: GEO. P. ROWELL & CO., 10 Spruce St., New York.

JACKSONVILLE TIMES UNION, according to the American Newspaper Directory for 1930, is the only paper in Florida which prints regularly more than five thousand copies each and every issue.

MEDICAL BRIEF: a monthly, published at St. Louis, has, according to the American Newspaper Directory for 1930, a larger circulation than any other medical periodical printed in the United States.

CHRISTIAN REGISTER: Boston, Mass., according to the American Newspaper Directory for 1930, has the largest circulation of any newspaper published in the interests of the Unitarian denomination.

CHRISTIAN STANDARD, Cincinnati, weekly, according to Am. Newspaper Directory the leading Christian newspaper and one of the several religious papers exceeding 25,000. Try it. Always full of business.

WISCONSIN AGRICULTURIST, Racine, is the only paper in the State printed in English, rated by the American Newspaper Directory for 1930, as having a circulation of more than 25,000 copies each issue.

THE NEW YORK LEDGER is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1930 accords a regular circulation of more than 100,000 copies each issue.

BUFFALO EVENING NEWS, according to the American Newspaper Directory for 1930, has a greater circulation than any other Daily in the State outside of the City of New York, not excepting Brooklyn.

INDIANA FARMER: published at Indianapolis; has, according to the American Newspaper Directory for 1930, a larger circulation than any other agricultural weekly issued in the State of Indiana.

MINNEAPOLIS JOURNAL is the only daily in the State of Minnesota that is rated by the American Newspaper Directory for 1930 as having a circulation of more than 25,000 copies each issue. (25,500).

ST. PAUL GLOBE: Sunday edition, is the only Sunday paper in the State of Minnesota that is rated by the American Newspaper Directory for 1930, as having a circulation of more than 25,000 copies each issue.

ACCORDING TO the American Newspaper Directory for 1930, **HOME AND COUNTRY**, a monthly Veteran's friend and literary paper at N. Y. City, has the largest circulation of any of its class. Make a note of this.

THE NEW YORK SUNDAY MERCURY is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1930 accords a regular circulation of more than 100,000 copies each issue.

HOTELS are patronized by Brockton travelers everywhere. Advertise in the **ENTERPRISE**, Brockton, Mass. Circ'n 6,000.

RICHMOND DISPATCH, according to the American Newspaper Directory for 1890, has the largest circulation of any paper in Virginia, both for its Daily and Weekly editions.

THE CENTURY MAGAZINE, New York, is one of the 21 periodicals to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue.

THE weekly edition of the **TOLEDO BLADE** is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

CHARLESTON, S. C. THE NEWS AND COURIER, has the largest Daily, Weekly and Sunday issue of any paper published in the State of South Carolina, according to the American Newspaper Directory for 1890.

HOUSEHOLD PILOT, published at New Haven, a Monthly, has more than four times the circulation of any other periodical printed in Connecticut, according to the American Newspaper Directory for 1890.

GROCERIES: of all the publications devoted to the Grocery trade, according to the American Newspaper Directory for 1890, the largest circulation is possessed by the **NATIONAL GROCER**, weekly, N. Y. City.

LIPPINCOTT'S MAGAZINE, Philadelphia, Pa., is one of the 55 periodicals to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

ARKANSAS METHODIST, published weekly at Little Rock, has the largest circulation of any paper in the State, according to the American Newspaper Directory for 1890. The circulation is sworn to.

POSTEN, a Norwegian Weekly, published at Decorah, is credited by the American Newspaper Directory for 1890, with having as large a circulation as any newspaper in Iowa. Actual sworn circulation over 25,000.

LONDON DAILY FREE PRESS, according to the American Newspaper Directory for 1890, has the largest circulation of any daily in the Province of Ontario outside of the City of Toronto. GEO. P. ROWELL & CO.

FARMERS' REVIEW: a weekly, published in Chicago, has, according to the American Newspaper Directory for 1890, a larger circulation than any other strictly agricultural publication issued in the State of Illinois.

THE NEW YORK MORNING JOURNAL is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

HOME AND FARM: a semi-monthly, issued at Louisville, Kentucky; has, according to the American Newspaper Directory for 1890, a larger circulation than any other agricultural paper published south of the Ohio river.

THE price of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to **PRINTERS' INK** for one year. Address: GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

THE COMPO AUTOGRAPH. 200 copies from one original. Perfect fac-similes of any Writing, Drawing, &c. Note size \$3.50; letter size \$5; Foolscap \$6. No Washing, no Printers Ink. COMPO AUTOGRAPH CO., 25 Exchange Place, New York.

THE CO-OPERATIVE NEWSPAPERS: for full particulars about advertising in these newspapers, which compose more than one-half of all the country newspapers in existence, address: GEO. P. ROWELL & CO., 10 Spruce St., New York.

THE SUNDAY EDITION OF THE BALTIMORE AMERICAN, according to the American Newspaper Directory for 1890, has the largest issue of any Maryland newspaper.

LUMBER: According to the American Newspaper Directory for 1890, the **NORTHWESTERN LUMBERMAN**, a weekly journal of 56 pages, published in Chicago, has a larger circulation than any other paper devoted to this interest.

THE SATURDAY GLOBE, a weekly newspaper, published at Utica, N. Y., is one of the 21 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue.

NO BETTER advertising mediums in Ohio than **DAILY REPUBLIC-TIMES, WEEKLY REPUBLIC** and **LUTHERAN EVANGELIST**. Represented by all responsible agents. Address A. D. HOSTERMAN & CO., Publishers, Springfield, Ohio.

SPECIAL rates for Hotel and Summer Resort announcements, in carefully selected lists of publications adapted for this class of advertising, furnished on application. Address GEO. P. ROWELL & CO'S Advertising Bureau, 10 Spruce St., New York.

FARM POULTRY, Boston, Mass.—Able edited to interest and instruct the many thousand artisans, mechanics and families in the suburbs of large towns who, as well as farmers, keep a few hens; therefore, an excellent general advertisers' medium.

PITTSBURGH DISPATCH, Sunday edition, according to the American Newspaper Directory for 1890, sells more than 30,000 copies regularly—a larger circulation than that of any other Daily or Weekly in the State of Pennsylvania west of Philadelphia.

WELSH: of all the newspapers in the United States printed in the Welsh language the largest circulation, according to the American Newspaper Directory for 1890, is possessed by **Y DRYCH**, a weekly, published at Utica, N. Y. Circ'n over 10,000.

MEMPHIS AVALANCHE, Weekly edition, according to the American Newspaper Directory for 1890, has a larger circulation than any other secular paper printed in Tennessee, and its Sunday edition is also larger than that of any other Sunday paper in the State.

THE TOLEDO DAILY BLADE now has an average circulation of 12,000, reaching some days of each week 15,700. This is a larger circulation than all other Toledo Dailies combined, and the largest circulation of any daily paper in Ohio outside of Cleveland or Cincinnati.

FRENCH: of all the papers published in the French language in British North America, or in all America for that matter, the largest circulation, according to the American Newspaper Directory for 1890, is possessed by a daily issued at Montreal, P. Q., called **LA PRESSE**.

LAKE CHARLES AMERICAN, a Weekly, has by far the largest circulation of any paper in Louisiana outside of New Orleans, and is exceeded by but one weekly in the State, according to the American Newspaper Directory for 1890. Special terms for space to large advertisers.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to **PRINTERS' INK**. Address: GEO. P. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce St., New York.

HOTEL and Summer Resort Advertising should be entrusted to the care and judgment of reliable advertising agents who are thoroughly conversant with the publications best suited for that class of advertising. GEO. P. ROWELL & CO., 10 Spruce St., New York, make a specialty of this line.

JOURNAL OF AGRICULTURE, weekly. Guaranteed and sworn circulation 45,000 weekly. 25c. per agate line. Send for sample copy. Journal of Agriculture, St. Louis, Mo.

THE Weekly Edition of THE TORONTO MAIL, according to the American Newspaper Directory for 1900, has the largest circulation of any newspaper printed in the Province of Ontario, The Mail, Toronto, Can.

CHATTER—Nothing like any other paper in America. It insures its readers on the railroads. Every traveler takes it. The best medium for Hotel Proprietors. Its stories, jokes and pictures captivate man, woman and child. Send for advertising terms to E. G. RIGGS, 19 Beekman St., N. Y.

SOUTHERN CHRISTIAN ADVOCATE, published at Columbia, has, according to the American Newspaper Directory for 1900, a larger circulation than any other religious periodical issued in the State of South Carolina. For sample copies and rates, address CHARLES A. CALVO, Jr., Columbia, S. C.

ONLY such publications as are read by a people possessed of means are well adapted for Hotel and Summer Resort Advertisers. Those who are desirous of good service in the placing of their advertising should contract with GEO. P. ROWELL & CO.'S Newspaper Advertising Bureau, 10 Spruce St., New York.

EVERY HOTEL READING ROOM can be supplied with a copy of the NEW YORK WEEKLY WITNESS free for the season if the proprietor will send us his address and promise to keep the paper on file. The WITNESS will be appreciated by his respectable family guests. JOHN DOUGALL & CO., 150 Nassau St., New York.

PICAYUNE—Managers of Hotels and Summer Resorts will reach a large and influential class of residents in the Southwest, principally in Louisiana and Mississippi, advertising in the New Orleans PICAYUNE. For advertising rates and sample copy of the paper address NICHOLSON & CO., Proprietors, New Orleans, La.

EVERY Hotel Reading Room can be supplied with a copy of the NEW YORK WEEKLY WITNESS free for the season, if the proprietor will send us his address, and promise to keep the paper on file. The WITNESS will be appreciated by his respectable family guests. JOHN DOUGALL & CO., 150 Nassau St., New York.

NEW BEDFORD (Mass.) EVENING STANDARD, according to the American Newspaper Directory for 1900, has a larger circulation than any paper printed in Southern Massachusetts. New Bedford has lots of wealthy people, most of whom summer away from home. Advertise your hotels or summer excursions in the STANDARD.

LAWYERS ARE BUYERS. The National Reporter System, published weekly, has, according to the American Newspaper Directory for 1900, the largest circulation of any of the law journals—more than half as large as all others combined. Guaranteed 30,000 weekly. For advertising, address S. C. WILLIAMS, Room 48 Tribune Building, N. Y. City.

THE PEOPLE'S HOME JOURNAL is one of the 35 newspapers to which the new edition of the American Newspaper Directory for 1900 assigns a regular circulation of more than 100,000 copies each issue. The actual circulation is 125,000 each issue, guaranteed. Advertising rates, 40 cents per line. F. M. LUPTON, Publisher, 106 & 108 Rade St., New York.

THE ARGONAUT is the only High Class Political and Literary Weekly published on the Pacific Coast. It goes into all the well-to-do families of the Pacific Coast. It has a larger circulation than any paper on the Pacific Coast except three San Francisco dailies. Thousands of single-stamped copies of it pass through the post-office every week, remailed by subscribers.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$50, he will be presented with a complimentary copy of the American Newspaper Directory; a book of 1,450 pages, price \$5. G. P. ROWELL & CO., Newspaper Advertising Agents, 10 Spruce St., New York.

ADVERTISING IN GERMAN NEWSPAPERS throughout the United States and Canada carefully executed, at favorable prices, and with every advantage as to position, display, changes, etc., by GEO. P. ROWELL & CO., 10 Spruce St., New York City. A complete List of all German Newspapers, with circulation of each, in pamphlet form, sent on receipt of 10 cents.

TOPEKA CAPITAL: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Kansas the paper named on this list is the TOPEKA CAPITAL.

LEWISTON JOURNAL: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Maine the paper named on this list is the LEWISTON JOURNAL.

HARTFORD TIMES: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Connecticut the paper named on this list is the HARTFORD TIMES.

WILMINGTON NEWS: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Delaware the paper named on this list is the WILMINGTON NEWS.

ONE of the most successful advertisers we ever had always ordered his advertisements in this way: "Get the best service you can for me for \$5.00." He left every detail to us. There is no more expensive luxury for an advertiser to indulge in than to tie his agent's hands by getting him to tell in advance exactly what he will do. GEO. P. ROWELL & CO., 10 Spruce St., New York.

NASHVILLE AMERICAN: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Tennessee the paper named on this list is the NASHVILLE AMERICAN.

THE INDICATOR, a National Journal of Insurance (see page 1181 of the American Newspaper Directory for 1900) wants a representative and correspondent in every city in the United States and Canada. Liberal terms to reliable parties. Send 30 cents in postage for sample copy and full particulars. Address, F. H. LEAVENWORTH PUBLISHING CO., Insurance Publishers, McGraw Building, Detroit, Mich.

BURLINGTON FREE PRESS: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Vermont the paper named on this list is the BURLINGTON FREE PRESS.

TEXAS FARM AND RANCH, a semi-monthly published at Dallas, has, according to the American Newspaper Directory for 1930, by far the largest circulation of any agricultural periodical printed in the State of Texas. Eastern office, 119 Potter Building, New York. J. C. BUSH, Manager.

THE INDIANAPOLIS NEWS: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Indiana the paper named on this list is **THE INDIAN-APOLIS NEWS**.

SAN FRANCISCO CHRONICLE: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of California the paper named on this list is the **SAN FRANCISCO CHRONICLE**.

SOUTH CAROLINA: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of South Carolina the paper named on this list is the **NEWS AND COURIER** of Charleston.

RALEIGH NEWS AND OBSERVER: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of North Carolina the paper named on this list is the **RALEIGH NEWS AND OBSERVER**.

BOTH THE PHILADELPHIA EVENING ITEM AND THE SUNDAY ITEM are counted among the 27 newspapers to which the new edition of the American Newspaper Directory for 1930 accords a regular circulation of more than 150,000 copies each issue. The ITEM is the only daily south of New York that is counted in this class. Its total edition, including the Sunday issue, is the second largest in the United States.

HOTEL AND Summer Resort announcements inserted upon the most favorable terms obtainable consistent with good service. We seek the patronage of such advertisers as desire to avail themselves of our facilities and apply for estimates with the intention of contracting with us. Send for pamphlet called "Newspaper Advertising." Price thirty cents. Address GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce street, New York.

IT IS ASSERTED that within one year every 8-page paper and all magazines and periodicals, together with bookbinders, &c., will be using **DAY'S DIAMOND PASTE**. (Albany, N.Y.) Covered by three patents: a great discovery; a dry powder. "It sticks." It's clean! It's cheap! The Argus Company, of Albany, say: "We are using it in our book-binding, also on the Hoe Web Press from which the Argus is printed, to stick together the sheets which enter into the make-up of the paper, and it is all that can be desired. **DIAMOND PASTE** is so good in every respect that we unhesitatingly recommend it."

MONTGOMERY ADVERTISER: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Alabama the paper named on this list is the **MONTGOMERY ADVERTISER**.

ALLEN'S LISTS. Out of twenty-seven newspapers credited with regular issues exceeding 150,000 copies, four are published in the State of Maine and are included among the publications which make up the combinations known to advertisers as Allen's Lists. The great circulation of these periodicals forces the average issue of Maine newspapers to a figure nearly 50 per cent. higher than those of any other State. According to the American Newspaper Directory for 1930 there would appear to be more than a million copies of these various low priced family magazines issued every month from the State of Maine.

TO REACH THE HOTEL MEN OF AMERICA—The latest edition of the Official Hotel Directory of the United States, often called "The Hotel Red Book," contains a list of 22,500 hotels in the United States and Canada. For the purpose of attracting the attention of the proprietors of these hotels to the merits of **PRINTERS' INK**, as a guide and instructor in the art of advertising and thus inducing subscriptions, a sample copy of the issue of May 11, 21 or 28, will be sent to every name on this list. To one-third May 11, to one-third May 21, and to the remainder May 28. **GEO. P. ROWELL & CO.**, Publishers, 10 Spruce St., New York.

WANTS AND FOR SALE.

Advertisements under this head 25 cents a line

WANTED.

NAMES WANTED.—Subscription lists of papers reaching Farmers, etc. Give price. Address "CASH," Box 3,613, N. Y.

I AM "The Bard." This is my card. My business is advertising. What I can do in Kansas City for you will be perfectly surprising.

WANTED—A Practical Printer and ready writer (Republican), to take charge of a weekly newspaper and job office. J. R. FOX, Clinton, Tenn.

AGENTS WANTED to sell our No. 6xx High Cut Envelopes, printed to order; B) trial order printed and postpaid, 10 cts. W. J. KAFROT, West Earl, Lanc. Co., Pa.

I CAN MAKE MONEY FOR YOU—by writing attractive, telling ads. Terms reasonable. Just send for a specimen of my work. Address "VIN," care **PRINTERS' INK**.

EVERY ISSUE OF PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for one dollar. As a rule, one insertion can be relied upon to do the business.

FOR SALE.

FOR SALE—Newspaper, in Eastern New York. \$1,300 cash. Address CASH, care **PRINTERS' INK**.

IF YOU want to sell your Newspaper or Job Office, a Press or a Font of Type, tell the story in twenty-three words and send it, with a dollar bill, to the office of **PRINTERS' INK**. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

FOR SALE—One of the best-paying country newspapers in Texas. 10 Establishments, in 1976. Published at county site. Population 1,200, of county 30,000. Annual advertising patronage of \$2,500. Official organ of the county. First class job-office, with 10 months' unexpired contract for county printing. Only job office in town, with a splendid run of job work. \$3,500; half cash; balance in one and two years, with interest. This includes house and lot. Good reason for selling. **NEW ERA**, Groesbeck, Texas.

THE CO-OPERATIVE NEWSPAPERS.

("PATENT INSIDES AND OUTSIDES.")

A COMBINATION OF MORE THAN
**SIX THOUSAND VILLAGE
NEWSPAPERS.**

TOTAL PRICE PER AGATE LINE

FOR AN ADVERTISEMENT IN THE ENTIRE LIST OF 6,652 PAPERS
WITH AN AGGREGATE CIRCULATION IN EXCESS OF
THREE AND ONE HALF MILLION COPIES WEEKLY,

\$46.85 A LINE, ^{5 LINES} FOR \$200.00.

DISCOUNTS

FOR CONTINUED INSERTIONS AND LARGE ORDERS
are always given. The amount of the discount depends
upon the size of the order, and varies from 5
per cent. to 50 per cent., and on very
LARGE ORDERS IT IS EVEN MORE THAN THIS.

For full particulars address orders to
GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
10 Spruce St., New York.

CATALOGUES

OF THE

PAPERS COMPOSING THESE VARIOUS LISTS

will be mailed FREE to any one desiring them.

The Original Co-operative Lists—Established in 1864

*****By CRAMER, AIKENS and CRAMER.*****



❁ The Chicago ❁ Newspaper Union Lists

— OF —

1,300 HOME OR LOCAL PAPERS

Afford the surest and most effective way to reach the intelligent communities in the North and Central Western States. They cover the best portions of the West, from Ohio to Dakota, and are thoroughly read by the people who have the money to buy the necessities and luxuries of life.

The Cost of Advertising in these Lists is Reduced to the Minimum of Expense by this system. Pamphlets containing names of towns and papers, with full explanations of our methods of business, and testimonials of patrons, are sent to all applicants.

Among the patrons of these Lists for years, with satisfaction, have been Dr. R. V. Pierce, Hostetter Co., Chas. A. Vogeler Co., J. N. Harris & Co., Ely Bros., C. I. Hood & Co., E. T. Hazeltine, Radway Co., Dr. Harter, Jones of Binghamton, G. & C. Merriam & Co., Scott & Bowne, California Fig Syrup Co., Oliver Ditson Co., Perry Mason & Co., and *Ladies' Home Journal*, Jas. Epps & Co., Dr. J. C. Ayer & Co., W. L. Douglas, John L. Thompson's Sons & Co., B. F. Johnson, Smith & Wesson, J. W. Morris, A. J. Tower, O. F. Woodward, John Dwight & Co., Centaur Co., C. L. Bryant, Stowell & Co., T. Popham, John I. Brown & Sons and Swift Specific Co.

CHAS. E. STRONG, JOHN F. CRAMER,
General Manager. President.

OFFICES:

Nos. 221 and 223 Franklin St., CHICAGO.
No. 10 Spruce Street, NEW YORK.

*Address either Chicago or New York Office
*****for Catalogues and Estimates.******

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements, occupying less than half a page, charged double price. Special Notices, two lines or more, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication.

NEW YORK, MAY 14, 1890.

No edition of PRINTERS' INK issued in 1890 has failed to exceed 20,000 copies. The average issue since January has been nearly 22,000 copies, and the last three issues have averaged nearly 24,000 copies. For May 28 the edition of PRINTERS' INK will exceed thirty thousand.

THE Atlantic Printing and Publishing Co. of Boston, formerly engaged in furnishing to country publishers auxiliary sheets without advertising, announce that they have disposed of that branch of their business to the New England Newspaper Union, and will hereafter devote themselves to the publishing of their pictorial weeklies.

MR. A. C. MORRISON, advertising manager of the "Best Tonic," again writes to PRINTERS' INK, at some length, in defense of his theory of advertising. The essence of his argument is to be found in the following paragraph, which is extracted from his letter: "It would be absurd for me to cite any method of advertising as inferior which has the active support of some of the wisest business heads which the country can produce. No one can deny that newspaper advertising is a profitable field if worked with the skill and determination of an adept. But, like all great ventures, newspaper advertising is attended with equally great risks." On the same principle it may be said that the man who invests his money in any business enterprise encounters a great risk; but the prospective profits and his confidence in his own business ability are the arguments that determine his course.

THROUGH the courtesy of Major Richards, of the Indianapolis *News*, a curious dry-goods advertisement has been brought to the notice of PRINTERS' INK. It is headed "A Yard of Bargains," and occupies a full newspaper column. Extending down the left-hand side of the advertisement from top to bottom, and occupying one-fourth of its space in width, is printed a fac-simile of a rule, with inches and fractions of an inch indicated. As the newspaper column is only a little over twenty-one inches in length, it happens that the advertisement is *not* actually a "yard of bargains."

HOTEL proprietors who receive a copy of this issue of PRINTERS' INK will do well to turn their attention to newspaper advertising as a means of increasing their patronage during the coming season. People who spend a portion of the summer in the mountains, at the seaside or at any of the numerous resorts, will be influenced in making their selection of a location either by what they hear or by what they read. Newspaper advertisements of summer resorts and hotels are regularly scanned by a large number of persons who have money to spend, and a hotel offering genuine attractions can hardly fail to profit by placing a carefully constructed announcement before the public.

THE charge of wilful misrepresentation which is often brought against the press is rarely justifiable outside of purely political issues. It is the writer's business to be accurate; if he persists in being inaccurate he knows he will soon find himself out of business. Misrepresentation generally has its origin in misinformation or ignorance. It is true that the newspaper reporter in writing up an assignment sometimes adds a touch of color here and there for the purpose of making his "story" more readable, or indulges in what is known in trade parlance as "faking." The most common instance of this kind is where the reporter describes as pretty a young woman of whose personal appearance he knows absolutely nothing. It is noteworthy how much greater is the interest taken by mankind in general in the girl who is pretty than in one who is ungainly and homely. When one comes to consider how the modern newspaper is made, how little time there is for verification and re-

search, how widely varying are the subjects upon which a newspaper man is required to write at a moment's notice, the wonder should be, not that there are so many inaccuracies but that the mistakes are not a hundred fold more numerous.

THE Irish have but two distinctively Irish papers—one in Brooklyn and one in Boston.

THE only morning newspaper published in Jackson, Mich., is the *Patriot*; the only Sunday newspaper in Jackson is the *Patriot*. Mr. George, the proprietor, asserts that the recent reduction in price and persistent work in the right direction has resulted in a marked increase in the circulation since January last.

THE New Haven *Register* claims to be "the leading family paper of Connecticut." It allows none but the best class of advertisements in its columns, and its circulation is among a prosperous, cash-paying class of readers. It has a long-sustained circulation among a regular list of yearly subscribers, and is asserted to be the only paper in the State whose entire subscription list is paid for in advance. Certainly this is a good proof that it is for its worth as a newspaper that people take it, and that its circulation is not forced. "We aim," says the publisher, Col. L. L. Morgan, "to make a thorough newspaper, first, last and all the time, guided by a firm faith in the principle that 'honesty is the best policy.'"

WHAT IS "A FAIR RATE?"

THE CARROLLTON DEMOCRAT, }
DAILY AND WEEKLY,
CARROLLTON, Mo., April 25, 1890. }

Geo. P. Rowell & Co.:

Please inform us, through the columns of PRINTERS' INK, what you consider a fair rate per 100 circulation for a country newspaper to demand from foreign advertisers. We read PRINTERS' INK every week with great interest.

J. B. JEWELL & SON.

Upon consulting the advertising manager of Geo. P. Rowell & Co's Newspaper Advertising Bureau, a representative of PRINTERS' INK was shown the following proposition which is being sent out to a list of papers: "For the insertion of an unobjectionable eight-inch electrotyped advertisement one year in your weekly edition, run of paper, we can pay you \$6 gross." PRINTERS' INK is also further assured

that this offer will be accepted by a large number of papers circulating as many as 500 copies an issue. If this basis can be considered a "fair" one—and it appears that many newspapers are willing to accept it as such—then, for an inch one year the price would be at the rate of 15 cents per 100 circulation, subject, of course, to the usual reduction for an agent's commission.—[Ed. PRINTERS' INK.]

THE USE OF INTERCHANGEABLE PLATES.

A. SCHILLING & Co.,
PRINTING AND ADVERTISING
DEPARTMENT,
SAN FRANCISCO, April 29, 1890. }

Geo. P. Rowell & Co.:

*** While writing you we make bold to ask your advice on a matter which is giving us considerable trouble, and which enters largely into the perfecting of our plan of campaign. It is the matter of interchangeable plates. It seems impossible for us to get on this coast workmanship good enough for this service, at prices that compare with regular Eastern ones. The interchangeable plate manufactured by the Mail Plate Co., of Chicago, on metal base, seems to us to present so many advantages for our use that what disadvantages it may have can be safely lost sight of. We require but few insertions of each plate, and the lightness of this one is a great element in its favor, both in the original transportation from the East and in finally handling it here. However, will you kindly express to us your opinion, generally, on this subject? We follow PRINTERS' INK with much interest, and often find therein much instruction.

A. SCHILLING & Co.

You may find it of advantage to communicate with the National Printers' Materials Company, 279 Front street, New York City, who furnish a combination of metal base and celluloid plate, which is said to be cheap and convenient. The celluloid plate is very light, and so arranged that it can be sent through the mails without damage by merely attaching a tag bearing the address and postage. The National Press Company, of 54 Warren street, also make metal interchangeable plates similar to those of the Mail Plate Company, of Chicago. The use of interchangeable plates by advertisers is one which is in theory highly advantageous, but which in practice has been found to present some objectionable features. In the printing offices of many newspapers such plates are unpopular. For long-time contracts, however, in papers which use only cuts with metal bases, the interchangeable plate is found to be a means of economy by many large advertisers.—[Ed. PRINTERS' INK.]

Correspondence.

A REPLY TO MR. MORRISON.

PARIS, Ill., May 1, 1890.

Editor of PRINTERS' INK:

Being engaged in the drug business and also interested in a proprietary article, I do considerable advertising, and of course read with much interest everything contained in your valuable publication. Especially have I noticed very carefully the articles on the respective merits of "newspaper" and "house-to-house" advertising. It so happens that I am in a position to know something about the success of "Best" tonic, and I am compelled to say I do not agree with Mr. Morrison when he says that the great growth in the sale of the tonic is entirely due to house-to-house advertising. He fails to state the most important fact. When "Best" tonic was first introduced to the trade, and its proprietors were doing their extensive newspaper advertising, they failed to quote retail price in their advertisements, and probable purchasers did not know whether it was to cost them ten cents or one dollar per bottle; this I consider a most fatal mistake. "The wholesale price at that time compelled the druggist to retail it at fifty cents in order to realize a living profit. This price (excepting Hoff's imported) was beyond other and similar domestic liquid malt preparations; hence "Best" was slow sale.

About this time I wrote the "Best" Company, saying that if they would reduce the wholesale price to two dollars per dozen—which would enable the druggists to retail it for twenty-five cents—much more of it could be sold. I gained this important information by talking with the physicians. They all pronounced the tonic first-class, but refused to prescribe it only in extreme cases, on account of the price. I also called their attention to the fact that the same objections that operated against the successful introduction of their medicine among the physicians here would no doubt be found to exist to the same extent among the profession everywhere. Whether they acted on my suggestion alone or not, I am not prepared to say, but they did reduce the wholesale price to the foregoing figure, which enabled retailers to sell it at twenty-five cents; and, to prove that I was right, am glad to say we are now selling two dozen bottles at twenty-five cents per bottle, to where we sold one bottle at fifty cents. About this time, according to Mr. Morrison's article, they began their house-to-house advertising. Now I think the facts justify me in saying that the increased sale of "Best" was not alone due to this new manner of advertising, but was largely due to cutting the retail price in two. In fact, if they had not reduced the price, notwithstanding their new mode of advertising, "Best" tonic would to-day be a failure instead of a success. Had Mr. Morrison continued his newspaper advertising, with price of "Best" reduced from fifty to twenty-five cents, and advertised the fact in the newspapers as prominently as is now being done in "Secrets," his increase in sales would have been just as surprising and just as satisfactory as they are under his present method of advertising.

There are few, if any, medicines more thoroughly advertised than Hood's Sarsaparilla; but, while they use the house-to-house method, they do not ignore the newspaper. On the contrary, we find that they use whole pages of some of the metropolitan dailies. If this was not profitable they would not do it.

If the house-to-house was the only sure method, they would certainly use it to the exclusion of all others.

Being the manager of the Ev-i-lo Company, which is engaged in introducing a proprietary article, I believe I can make a showing, in proportion to capital invested, better than "Best" tonic. We have, in the introduction of Ev-i-lo, used the house-to-house method of advertising, not because we thought it was superior to the newspaper, but because limited capital compelled us to do so. We started with a working capital of only \$725, and did house-to-house advertising, and kept a man on the road for over one year, and the sales paid all salary and expenses, cost of material and advertising matter. For want of capital we are not permitted to use newspaper advertising, but it is certainly not reasonable to presume, for one moment, that it is not the best method, and the most direct and satisfactory way of reaching the public, and especially would it be true in our case, where house-to-house work has been done from Wisconsin to Georgia. We do not wish to take issue with Mr. Morrison and advocate the idea that house-to-house advertising doesn't pay, but we do believe that judicious and thorough newspaper advertising is the best method; and as soon as we can interest sufficient capital in the manufacture of Ev-i-lo we expect to continue our house-to-house work and use the newspapers extensively also. It is possible that among the many readers of PRINTERS' INK there is some one who is looking for something that promises a paying investment. To such we would like to talk Ev-i-lo, with a view of increasing our capital so that we can use a number of the leading newspapers of this country, and especially throughout that section where our preparation has already been introduced.

Your welcome publication comes to me through the courtesy of A. Frank Richardson, Chicago, and I want to say right here that I would not do without it for ten times the cost of regular rates of subscription.

F. P. YERGIN,
Manager of the Ev-i-lo Co.

THE RETORT COURTEOUS.

The medico-mulico skipper of the North Easton weekly mud-sow endeavors to make a cutting retort to the *Enterprise* this week. —*Brocton (Mass.) Enterprise, April 26.*

"I COULD preach a whole sermon on the everlasting blessings of a good newspaper. A good newspaper is the grandest temporal blessing that God has given the people of this country. In the first place all the people read the newspapers, and the newspapers furnish the greater proportion of the reading to the people. They don't read books. The old people look for the deaths, the young look for marriages, the business read the business and financial columns, and those who are employed read the want advertisements. Great libraries make a few intelligent men and women, but newspapers lift the nations into the sunlight. My idea of a good newspaper is a mirror of life itself. Some people complain because the evil of the world is reported as well as the good. The evil *must* be reported as well as the good, or how will we know what to guard against or what to reform. There is a chance for discrimination as to how much space shall be given to reports of such things as prize-fights, but the newspaper that merely presents the fair and beautiful and the bright side of life is a misrepresentation." —*Dewitt Talmage.*

As a matter of fact,
an advertisement
running a year in the
papers of "Kellogg's Lists"
would during that time
be read by more than
five times as many people
as are comprised by the
entire population of the
United States.

PENSION SURE FOR ALL or NO
FEE. N. W. FITZGERALD,
Attorney, Washington, D. C.

ASTHMA CURED FREE

A trial package by mail to sufferers.
Dr. R. SCHIFFMAN, St. Paul, Minn.

HOTELS should advertise in the NEWS
SERIES: *The Richfield News, The Saratoga News, The Thousand Island News, The St. Augustine News*, because these journals reach the cream of the tourist public.
F. G. BARRY, Pub. General Office, Utica.

A NEW

Lime Presser.
It has no equal. Make no mistake, it is the only one made in this country.
Sent by express on receipt of price.
R. ONDERDONK, 405 Grand St., N. Y.



LONG BRANCH NEWS.

Long Branch, - - New Jersey.
CLIFTON W. TAYLEURE,
Sole Editor and Publisher.

Twenty-fourth year. Independent in everything; neutral in nothing. Published every Friday evening. \$1.50 a year. Tri-weekly edition, July and August. A reliable Cottage Directory. Hotel arrivals. Gossip of the bench, piazzas and race-course. Oldest, most prosperous and most widely circulated paper at Long Branch. Circulates throughout the State, Union and in Europe. Every property holder reads it.

LUCIENS EVERY MAN
ADVERTISERS who advertises
RECORD should have one of
LUCIEN'S ADVERTISER'S RECORDS
Simple, Perfect,
Cheap.
Sample page FREE
L. P. SMITH,
Hartford, Ct.

Albany Journal.

According to the American Newspaper Directory for 1890,

The Weekly Edition
of the JOURNAL
Is larger than that of any
other Paper

Published at the Capital of the State
of New York.
ADVERTISING RATE—25c. A LINE,
Nonpareil Measure.

PATENT Book free. Address N. W. FITE
GERALD, Att'y, Washington, D.C.

Low Estimates.
Careful Service.
Reliable Dealing.
DODD'S Adv'g Agency, Boston
265 Wash'n St., Boston

To Hotel Proprietors.

If you want to know how to advertise a
SUMMER RESORT HOTEL,
Send for a copy of the

"Advertiser's Guide."

The price of the GUIDE is \$1. It will be sent
free to any Hotel Proprietor, on application,
who will forward a copy of this advertisement
to the Publisher,

WILLIAM HICKS,

NEWSPAPER ADVERTISING AGENT,
150 Nassau St., New York.

AMERICAN NEWSPAPER DIRECTORY.

The commercial agency's rate-book
and ROWELL'S NEWSPAPER DIRECTORY
are two silent partners that a
progressive business man cannot afford
to do without. The edition of the latter
volume for 1890, just at hand, inspires
the thought and causes us to reflect
upon the mournful plight of anyone
who attempts to deal with newspapers
without its aid. It is a complete,
conservative and truthful guide, the
outcome of industry and experience,
the prime reliance of honest publishers
and shrewd advertisers alike, and may
be trusted on every occasion to teach
one how to make money and save it.—*Boston (Mass.) Times, April 27, 1890.*

From C. I. HOOD & CO.

While it falls far short of the perfection
which advertisers would like to be
able to see in a work of this kind, yet
it is so far in advance of anything
published that an expert advertiser might
as well make his contracts without
seeing the newspapers he is contracting
with as to be without the American
Newspaper Directory.

Lowell, Mass., April 24, 1890.

THE AMERICAN NEWSPAPER DIRECTORY will
be sent to any address, carriage paid, on receipt
of price, Five Dollars, which includes, in
addition to the book, a paid subscription
for one year for PRINTERS' INK, which is published
weekly, and contains, in almost every issue,
information needed to bring the Directory
reports down to date.

ADDRESS

GEO. P. ROWELL & CO.,
PUBLISHERS,
20 SPRUCE ST., NEW YORK.

To Proprietors of

HOTELS

AND

SCHOOLS

AND TO

OTHER ADVERTISERS.**Advertising at Half Price.**

"Just for fun" and to emphasize our claim to the position as Leading Agent for Advertising in Magazines and high-class Weeklies, we will make this special offer on new business for July, August and September issues:

| Estim'd Circ'n. | NAME. | Publisher's Rate per line |
|-----------------|----------------------------|---------------------------|
| 200,000 | Harpers' Magazine..... | \$2.00 |
| 125,000 | Scribner's "..... | 1.00 |
| 65,000 | Lippincott's "..... | 1.00 |
| 50,000 | Demorest's..... | .50 |
| 35,000 | Outing..... | 1.00 |
| 35,000 | Atlantic..... | .15 |
| 30,000 | Cottage Hearth..... | .40 |
| 25,000 | Good Housekeeping..... | .25 |
| 55,000 | North American Review..... | .70 |

Our price (on 10 lines or over), \$3.75 per line each insertion.

This offer is for new business (send cash with order or satisfactory N. Y. City commercial references) and open only to May 25th.

HERBERT BOOTH KING & BROTHERS,

The Leading Magazine Advertising Agents,
202 BROADWAY, NEW YORK.

THE CHALLENGE NEWSPAPER FILE.

The Latest! The Best! The Most Complete!

Will Hold One Month of any Daily Paper.

It is simple, compact, light, and papers may be filed in consecutive order, like a bound book, or half and half—the old way.

Papers can be put into this file and taken out in less time than in any other file.

Made of walnut or ash, with clutches and hinges of brass. Sizes are 15, 18, 21, 24, 27, 30, 33 and 36 inches in length. The figures refer to length of newspaper space.

PRICE \$6.00 PER DOZEN.

THE CHALLENGE NEWSPAPER RACK,

Made to order to hold any desired number of files, from \$8.00 upwards.

OUR SPECIAL OFFER.

A CHALLENGE WALL RACK and 6 FILES, complete, for \$6.00.

These Files and Racks are now in use in many prominent clubs, libraries and hotels in New York and elsewhere, among others the Hoffman House, Astor House and Grand Union Hotel.

Send for full descriptive price-list to

HOWARD M'F'G STATIONERY CO.,
85 Liberty Street, New York.

☞ Mention this paper.

Advertisers

should understand that one-third the population of Maine is within 30 miles of Lewiston; one-half within 50 miles; two-thirds within 70 miles.

The Lewiston Weekly Journal

Is a Household Word

in all this region, and it has a

General Circulation

throughout the remaining portion. Advertisers who give us a trial seldom leave us.

Address orders to

Geo. P. Rowell & Co.,

New York, or

PROPRIETORS JOURNAL,

LEWISTON, ME.

THE
DITHRIDGE
FLINT GLASS CO.,
NEW BRICHTON, PA.

Manufacture

A Complete Line

of

Hotel, Restaurant and Bar

GLASSWARE,

of the finest quality.

Our Catalogue gives size
and capacity of every
thing we make.

ALBANY EVENING JOURNAL,

THE LEADING PAPER AT THE CAPITAL.

We wish to call the attention of **HOTEL PROPRIETORS** to the unrivalled excellence of the **Albany Evening Journal** as a medium for **Summer Resorts** and **Hotel** advertising generally, a fact which is so well appreciated that **The Journal** carries more advertising of this class than all of the other Albany papers combined. **The Journal** is read to a larger extent by people who travel during the summer months than any other paper in this section of the State. Its circulation in Albany and within a radius of 100 hundred miles is chiefly among well-to-do people, who constitute the great bulk of Hotel patrons. In addition to the above advantages possessed by **The Journal** as an advertising medium, it has a larger sale on all incoming and outgoing trains and steamers than any other paper.

We will insert a 10-line Hotel Card (Nonpareil measure) as follows:

| | 1 mo. | 2 mo. | 3 mo. | 1 mo. | 2 mo. | 3 mo. |
|---------------------|--------|---------|---------|---------------------|--------|---------|
| 3 times a week..... | \$7 50 | \$11 50 | \$15 50 | 5 times a week..... | \$9 50 | \$14 50 |
| 4 times a week..... | 8 50 | 12 50 | 17 50 | 6 times a week..... | 10 50 | 16 50 |
| | | | | | 21 50 | |

Or a Card occupying 15 lines of space as follows:

| | 1 mo. | 2 mo. | 3 mo. | 1 mo. | 2 mo. | 3 mo. |
|---------------------|--------|---------|---------|---------------------|---------|---------|
| 3 times a week..... | \$9 50 | \$16 50 | \$21 50 | 5 times a week..... | \$14 00 | \$22 00 |
| 4 times a week..... | 11 50 | 18 00 | 23 50 | 6 times a week..... | 17 25 | 26 00 |
| | | | | | 32 00 | |

Address,

THE JOURNAL CO.,
Albany, N. Y.

It Pays

To Advertise in

THE HOUSEKEEPER,

"The Ladies' Leading Home Paper,"

A SEMI-MONTHLY
JOURNAL OF

120,000 CIRCULATION.

Read what Advertisers Say:

NEW YORK, April 18, 1890.

PUBLISHERS THE HOUSEKEEPER, Minneapolis, Minn.:

GENTLEMEN—There is no ambiguity about the returns that come in response to our advertisement in THE HOUSEKEEPER. It brings in a never-failing stream of satisfactory returns, and we shall of course continue to use your columns as long as we continue to advertise.

Yours very truly,

MARCHAL & SMITH PIANO CO.

OFFICE OF ALFRED PATTERSON, Advertising Agent,
325 WASHINGTON ST., BOSTON, Mass., Nov. 19, 1889.)

BUCKEYE PUBLISHING CO., Publishers THE HOUSEKEEPER, Minneapolis, Minn.:

GENTLEMEN—I met Mr. F. W. Kimball, one of my clients, this morning, and in conversation he said: "When you write to THE HOUSEKEEPER say that I have used a great many mediums, among them *The Youths' Companion* and *The Ladies' Home Journal*, of Philadelphia, but have received much larger returns, for the amount of money spent, from THE HOUSEKEEPER than from any other paper—I'll except none."

Yours very truly,

ALFRED PATTERSON.

NEW YORK, June 12, 1888.

BUCKEYE PUBLISHING CO., Publishers THE HOUSEKEEPER, Minneapolis, Minn.:

GENTLEMEN—We have lately had the opportunity of testing the value of THE HOUSEKEEPER as an advertising medium, having used its columns only once, and from that one advertisement we received over 1,000 replies. We have been in mediums with much larger circulations, but have yet to see as good results from any one of them, not excepting *The Ladies' Home Journal*, of Philadelphia. Very respectfully,

DEMOREST FASHION AND SEWING MACHINE CO..

E. I. MATHEWS, Advertising Manager.

For rates, date of issue, etc., apply to any reputable advertising agent, or direct to

The Housekeeper,
MINNEAPOLIS, MINN.

Does your house have the kind of accommodations necessary

To Entertain The Minister

and his congregation? Do you want their patronage this Summer? Of course, as the vacation season comes on, the minister and his people lay their plans for an outing. Of course, their special denominational paper will be consulted to learn about the places that invite their visits and the attractions they have to offer.

These Papers



Will render that service
to over **260,000** families.

Sunday School Times.

PHILADELPHIA.

Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger.
Episcopal Recorder.
Christian Instructor.
Christian Statesman.
Christian Recorder.
Lutheran.

BALTIMORE.

Baltimore Baptist.
Episcopal Methodist.

Will they see your card?

You can find out how to place it
before them easily, cheaply and well
by writing for full information.

One
Price
Advertising

Without Duplication
Of Circulation

HOME 14 BEST
JOURNALS WEEKLIES

Every Week
Over 260,000 Copies

Religious Press
Association
Phila

The
Religious Press
Association,

Chestnut & Tenth Sts.,
PHILADELPHIA, PA.
(Mutual Life Building.)

**** SPRING OF 1890. ****

Our Country Home,

NEW YORK.

WE GUARANTEE THAT
Our Country Home

Has a paid-in-advance Subscription List of more than

100,000.

We prove our circulation by affidavits, or by postage receipts. We will accept good business, either direct or through any responsible advertising agency, subject to proof of above circulation, or make no charge.

Our Country Home

is published monthly, and is to-day recognized as

One of the Leading Rural Home Journals
of America!

*Each number consists of Sixteen to Twenty-four Pages, handsomely
illustrated and well printed.*

ADVERTISING RATES.

Ordinary Advertisements.....60 Cents per Agate Line.

DISCOUNTS.

| | |
|----------------|--------------|
| 3 Months..... | 5 per cent. |
| 6 Months..... | 10 per cent. |
| 12 Months..... | 15 per cent. |

Send COPY and ORDER AT ONCE for NEXT issue.

OUR COUNTRY HOME PUBLISHING CO.,
88 Fulton Street, New York.



To Printers.

For the first time in the history of the Printing Ink Trade, an old established company with the newest and most complete factory and all modern improvements, possessing ample capital and doing a paying business, has adopted the one price system for PRINTING INKS; does business on a plan calculated to secure the cash paying trade; and leaves to others all that sort of trade that is only to be secured by long credits, money accommodations, bribes to employees and similar machinery calculated to compel the solvent printer to pay a price for his inks that shall cover myriads of bad debts as well as the heavy percentages expended in endeavors to secure trade in devious and irregular ways. This company seeks the cash paying trade of those printing offices that are controlled by men of so much experience as will enable them to know a good article when they see and use it; and intends to leave to others that which is only to be secured by taking mortgages, renewing notes and buying up the influence of employees. It intends to show that selling the same ink at double price to one, and at half price to another is not the best policy. Good goods and prompt payment is the motto. Send for specimen book, price list and special terms for cash orders. When requested to do so our salesman will call and will do business on business principles. He will pay for his own wine and cigars and allow his customers to do the same. He will sell the best quality of goods for a net cash price. He will not take orders for poor goods at any price or seek the patronage of those printers who, in consideration of a year's credit, are willing to promise to pay \$10 for \$5 worth of goods. Our salesmen will give full weight and good quality every time, and at standard prices. Address:

W. D. WILSON PRINTING INK CO., Limited,

140 WILLIAM STREET,

New York.

**GEO. P. ROWELL, President,
CHAS. N. KENT, Secretary,
OSCAR G. MOSES, Treasurer.**

DANIEL F. BARRY, Manager.

THE RANK OF THE KANSAS CITY STAR.

HOW IT COMPARES WITH OTHER FAMOUS NEWSPAPERS.

A FEW SIGNIFICANT AND SURPRISING FACTS FROM ROWELL'S NEWSPAPER DIRECTORY FOR 1890—"THE STAR'S" CIRCULATION SURPASSED BY ONLY A FEW OF THE GREATEST.

"Rowell's Newspaper Directory" for 1890 has just been published. It is the standard authority upon American newspaper circulations and contains no end of facts that are of especial interest to everybody who likes to read THE KANSAS CITY STAR. The Directory has not been able to keep pace with THE STAR's circulation because, in the four months that have passed since Rowell's statistics were prepared, the average circulation has increased nearly 10,000. But the figures given were correct on January 1, and it is unlikely that the circulation of any other great American newspaper has increased as rapidly as THE STAR's. Within the quarter of a year just past this paper has begun to feel the effects of the extraordinary improvements which it made last winter, and the consequent advance in circulation has been many times greater than that of any other established newspaper.

Therefore it is not unreasonable to compare THE STAR's present KNOWN CIRCULATION—40,000 a day—with the ratings of certain prominent newspapers according to Rowell. The results of such a comparison are interesting and in many cases surprising.

The circulation of THE KANSAS CITY STAR is greater than that of any newspaper in Baltimore, Buffalo, Cleveland, Louisville, Pittsburg, New

Orleans, Minneapolis or St. Louis. It is 10,000 a day larger than the Cincinnati Enquirer, the Chicago Times, the Detroit Free Press, the Washington Star, the Chicago Evening Journal, the Philadelphia North American, the St. Louis Republic, the Pittsburg Dispatch, or the San Francisco Report. It is more than twice as large as the Louisville Courier-Journal or the Minneapolis Tribune. It is fully 15,000 larger than the St. Louis Post-Dispatch and equal to the San Francisco Call. It is three-fourths as large as the Chicago Tribune, Chicago Herald, San Francisco Chronicle, San Francisco Examiner, Philadelphia Press or Philadelphia Times.

The present circulation of THE STAR is half as large as that of the New York Herald or the New York Sun, according to Rowell; one-fourth as large as the New York Morning World; larger than the New York Times or New York Tribune; four times as large as the New York Commercial Advertiser; three times as large as the New York Evening Post; 15,000 greater than the Mail and Express, and more than twice as large as the New York Evening Telegram.

A MILLION A MONTH.

The average daily circulation of THE STAR over forty thousand a day.

| | |
|---------------------------------|---------|
| Monday, April 7..... | 40,450 |
| Tuesday, April 8..... | 43,400 |
| Wednesday, April 9..... | 42,100 |
| Thursday, April 10..... | 41,100 |
| Friday, April 11..... | 40,550 |
| Saturday, April 12..... | 41,350 |
| Total for the week..... | 248,950 |
| Daily average for the week..... | 41,481 |

EASTERN REPRESENTATIVE.


A. FRANK RICHARDSON, 13, 14 and 15 Tribune Building, New York City.


To Proprietors of Hotels and Summer Resorts who Contemplate Newspaper Advertising.

Write to us, state the amount of money you are prepared to expend, the class of people you desire to secure as guests, from which part of the country they are most likely to come—whether North, South, East or West—whether from the larger cities or those of smaller size, and we can then prepare for you a plan of advertising such as will be most likely to pay you best, and can place the same at the most favorable prices obtainable for good service. Send also a copy of what you wish the advertisement to contain, leaving it to us to put it in type and give it the space best for the papers in which it is to appear. Our long experience justifies the statement that we possess every advantage which the advertiser finds it desirable and profitable to secure in his agent.

Address

GEO. P. ROWELL & CO.,
NEWSPAPER ADVERTISING BUREAU,
10 Spruce Street, New York.

 A FREE copy of the AMERICAN NEWSPAPER DIRECTORY for 1890, just issued (price five dollars), will be sent, carriage paid, to any person who is a patron of Geo. P. Rowell & Co's Advertising Bureau to the amount of fifty dollars.

 Whenever an advertiser does business with Geo. P. Rowell & Co's Newspaper Advertising Bureau to the amount of Ten Dollars he will be allowed a discount sufficient to pay for a year's subscription to PRINTERS' INK, a journal for advertisers—published weekly.

HOW TO DO IT.

The Secret

of profitable Newspaper Advertising is in the use of the
RIGHT matter, displayed in the
RIGHT way, inserted in the
RIGHT newspapers, at the
RIGHT time, in the
RIGHT territory, and at the
RIGHT price.

A Man's Best Work

can only be given when he is put in a position where he can use his knowledge and facilities to the best advantage. It will pay any advertiser to select an *honest, capable Advertising Agent* and put him in this position.—*N. W. Ayer & Son.*

So many things influence the price of an advertisement in the large class of newspapers which have a sliding scale of charge, that for an advertising agent to promise an advertiser in advance exactly what he will do, he must charge enough to cover contingencies. Advertising has often been procured for \$20 that could not have been safely promised for \$50.

Thoughtful advertisers perceive that it is sometimes a cheaper and better way to send along an order and leave the price to be arranged afterwards, instead of tying the agent's hands by asking to be told beforehand exactly what is to be done.

In the matter of prices for advertising space, newspapers are in classes. There are those who have a fixed schedule of charges, from which they do not deviate. There are others who have schedule rates from which they will not vary much, unless the order is specially desirable, either on account of its amount, character or the influence it will perhaps exert on other advertisers. A third class is composed of newspapers which take advertising, as a rule, on the best terms they can get.

Large Contracts for Advertising in American Newspapers are generally placed by us on the following plan:

FIRST.—You tell us what advertising you wish to do. A copy of the advertisement to be used and a list of the papers in which it is to be inserted is a preliminary requisite to the above. And these are prepared either

By You, } or by You and Us together,
 By Us, }

whichever seems the best and most satisfactory at the time.

SECOND.—The advertisement and the papers being determined upon, we carry out against each paper the sum which we propose to offer the paper for the service required. The list of papers, with prices attached, is called an "estimate."

THIRD.—You now look the estimate over, with a view of making a revision of it if any change is thought best. If you have at any time used one of the papers at a lower price, you say so, indicating the price. If the price we name is in any case more than you think the paper worth, you cut it down to the price you are willing to pay. You only do this when you prefer to omit the paper unless it is secured at your own price. In fact, if you really have any knowledge which leads you to think our price is higher than it ought to be, say so, and let us use your knowledge for your own advantage.

ILLUSTRATION.

The following correspondence illustrates the method of conducting negotiations with a customer at a distance:

DUDLEY E. JONES COMPANY,
Manufacturers of
THE SAILOR PATENT COTTON ELEVATOR AND CLEANER,
LITTLE ROCK, Ark., December 29th, '88.

Messrs. GEO. P. ROWELL & Co., New York.

Gentlemen:—We are desirous of placing a moderate amount of advertising in papers through the States of Texas, Mississippi, Alabama, Tennessee, Arkansas and Louisiana—the cotton-growing counties in these States. Can you help us with suggestions? We are having special cuts, single and double column, from 1 1-2 to 4 inches long, prepared now, and suppose, of course, before any definite figures can be obtained, we shall have to select our list of papers, give definite size of cuts, &c., &c.

Any suggestions from you will be appreciated.

Very truly, P. H. BERNAYS, Secretary.

NEW YORK, January 2, 1889.

DUDLEY E. JONES COMPANY, Little Rock, Ark.

In response to your favor of 29th ult., we shall be glad to be of service to you in the placing of the proposed advertising, and by this mail send a copy of 1888 edition of the "American Newspaper Directory," in which you will find a complete list of the papers published in States named.

We suggest that you select the towns in which you wish to advertise and send us a list of them, together with copy of advertisement to be used; we can then furnish estimate for space and time desired in best paper or papers for your purpose in each.

GEO. P. ROWELL & Co.

LITTLE ROCK, Ark., Jan. 7th, 1889.

Messrs. GEO. P. ROWELL & Co., New York City.

Gentlemen:—We thank you for your prompt response and for copy of Directory just at hand. It will prove of much help to us in selecting papers, although we are still at a loss to arrive at the particular localities in the cotton-growing States which have the largest acreage in cotton. * * * Our idea is to reach the smaller county papers, beginning about March next and running for six months. Our elevator being only of interest to Planters and Cotton Ginners, we desire to reach them in the most direct manner. Our business during the past two seasons will give us some data, but not completely, as regards the particular sections best for us to cover. Our cuts will be 4 1-2 x 4 inches, and 2 1-2 x 4 1-2 and 4 1-2 x 2 1-2 inches, of a special design, electro, mounted solid. At our first opportunity we will endeavor to submit you a list of the localities we desire to advertise in.

Yours very truly,

P. H. BERNAYS, Secretary.

NEW YORK, January 11th, 1889.

THE DUDLEY E. JONES Co., Little Rock, Ark.

Replying to yours of January 7th, we expect to be able within the next week to prepare for you a list of all the good papers in the cotton districts of the States named.

We will forward the list as soon as it is ready.

GEO. P. ROWELL & Co.

NEW YORK, January 16, 1889.

DUDLEY E. JONES Co., Little Rock, Ark.

Gentlemen:—Messrs. Scribner & Co. publish a Statistical Atlas, compiled from the Census Reports of 1880, showing, among other things, the Cotton-producing counties of the States named in your letter of December 29. From this Atlas, and with such additional information concerning the towns as given in the "American Newspaper Directory" for 1888, we have prepared the list inclosed herewith.

It is doubtless complete enough for your purposes. Should the list be too large you can check such towns as you decide to use, and return it to us. We will then submit an estimate, giving the best papers in the towns selected and the probable cost for the required space six months.

An advertisement, four and one-half inches deep and two columns wide, equivalent to nine inches of space, six months, in the strictly country papers, would cost from \$8 to \$20, or an average of not far from \$10 per paper, and less space would be something more than pro rata for the space occupied.

Of course in such papers as the Galveston weekly *News* and Memphis weekly *Appeal* the cost would be much more.

Nearly all the papers will use electrotypes mounted on wood, and these cost much less than solid ones. They are fully as good.

If you are in doubt as to the towns, we suggest that you name the amount you authorize us to spend, and we will then make the selections, so distributed as to give you the best service for the money.

GEO. P. ROWELL & Co.

LITTLE ROCK, Ark., January 21, 1889.

Messrs. GEO. P. ROWELL & Co., New York City.

Gentlemen:—We inclose our selected list of the papers which we think we should like to advertise in. Our idea is to place about \$1,000 for the six months commencing April 1, 1889. There are many of the papers which we have selected which are of but a very small circulation (to more readily bring this to your notice when going over our list, we have stated the circulation as per your Directory), and which we think should do the work for a lower figure than that named by you in yours of 16th. We are preparing two sizes of cuts, double column, four inches deep, and single column, two inches deep; the larger to be used in the more expensive papers. We are expecting proofs of our cuts by each mail, and will send them to you in a very few days.

In the meantime, will you kindly run over our list as inclosed, and after the proofs reach you, give us a closer estimate of the cost of the service we wish?

If we can get it at a less figure than \$1,000 we will be that much better pleased. We mention that figure as being the outside limit. There are a number of additional points we should like to reach, but have endeavored to cut our list down to about one hundred papers. Advise if we can extend our list.

We thank you for the information and list sent, and will retain it for the present and until we hear from you further.

Yours very truly,

DUDLEY E. JONES Co.

LITTLE ROCK, Ark., January 24, 1889.

Messrs. GEO. P. ROWELL & Co., New York City.

Gentlemen:—Herein please find proofs of our advertising cuts, as mentioned in our letter of a day or two since. The smaller cuts for the more expensive papers, the largest cuts for the ordinary country papers.

Please base your calculations accordingly and let us hear from you as soon as possible. Very truly yours, DUDLEY E. JONES CO.

These cuts are made for us by a party on Pearl street, and we suppose the electros had best be sent to your office, as soon as we know how many of each will be required?

NEW YORK, January 26, 1889.

THE DUDLEY E. JONES COMPANY, Little Rock, Ark.

We have your favor of January 21. As soon as your proofs reach us we will prepare and submit to you an estimate for the work as proposed.

Terms of payment as named by you will be satisfactory to us.

GEO. P. ROWELL & Co.

NEW YORK, January 30th, 1889.

DUDLEY E. JONES COMPANY, Little Rock, Ark.

Gentlemen:—The proofs sent us under date of January 24th have come to hand and we inclose herewith a memorandum estimate of the prices we should offer the papers named by you for space as indicated.

You will notice that, excepting eight or ten, we have figured for the 4-inch double-column advertisement, and in those for the 1-4 inch single column, making no mention of the smaller double-column advertisement which you also inclosed: our idea being that in cases where the larger advertisement is refused at the price offered it would be wise to offer to substitute the smaller double-column advertisement rather than to increase the price offered for the larger one.

You are probably aware that the sums which we have set down in our estimate do not bear any relation to the publishers' schedule rate of charge. For instance, we find by examination of the rate card that the schedule rate for the first Alabama paper named on the list is \$35, while the price we propose to offer is \$6; and again in the case of the first Mississippi paper named, we set down \$6 as a fair price to pay, while the publisher's schedule rate would make it cost more than \$60. It is these inconsistencies which make it so unwise for the advertiser who has a considerable field to choose from to lay much stress upon securing particular papers, for if a publisher gets the impression that his paper MUST be used he insists upon schedule prices, which, in the case of small papers, are simply ruinous. This condition of affairs does not exist in the same degree when dealing with the great papers in large cities.

You will see that, all told, the estimate figures something more than the amount which you propose to spend. but if \$1,000 is your limit, you can either erase some of the papers from the list to bring the amount down to this limit, or we can substitute the smaller advertisement in place of the larger one in a sufficient number of papers to reduce the amount.

If you leave all these details to us, with authority to spend \$1,000 or \$900, or any other sum, in the way we think best, we shall give you better service than we can in any other way. In other words, we can get more service for you than we can PROMISE to get.

GEO. P. ROWELL & Co.

LITTLE ROCK, Ark., February 8, 1889.

Messrs. GEO. P. ROWELL & Co., New York City.

Gentlemen:—We have carefully run over the list and probable cost of the line of advertising contemplated.

We desire to confine ourselves, this season, to an amount within \$1,000.

There are, undoubtedly, some small papers that might as well be cut off the list as sent. We think to put the small cut in the ordinary country paper, which is generally filled with large type and flaring local advertising, will be of practically no benefit to us.

We authorize you to proceed and place an amount not to exceed \$1,000, either trimming the list down, or substituting the smaller cut in a few instances.

We rely upon you to do the best you can for us. We desire the advertising to commence not later than April 1 and continue for six months.

When we know the number of electrotypes you require, the number of each size, we will order them to be made and sent to your offices.

Please not delay this matter, but arrange it as suggested above.

Kindly advise. Yours very truly, DUDLEY E. JONES COMPANY.

This is our first experiment with advertising upon so extensive a line and through agents, and if it results as we trust it may, you may rely upon a larger order from us for next season. We return your list herein. Favor us with a list of papers with whom you conclude contracts. We should also like to see our advertisement when printed in the papers.

FEBRUARY 12, 1889.

DUDLEY E. JONES COMPANY, Little Rock, Ark.:

We are in receipt of your favor of 8th inst., together with our estimate of January 30, which we return herewith, as we have a copy of it.

It is not possible to say in advance just how many electrotypes will be required, and we suggest that you send us one of each to be used in our circular to the papers. The offers will be made as soon as the cuts are received, and at the earliest possible moment you will be furnished with an itemized statement, showing what has been done for the amount which you authorize us to expend.

If you prefer to have us give one order for the whole number we will do so, but in that case it is possible that we shall exceed the number actually required.

We understand from your letter that you want the advertising to begin not later than April 1, but that insertion can be started before that date. Are we correct in this?

We await your reply.

GEO. P. ROWELL & Co.

LITTLE ROCK, Ark., Feb. 15th, 1889.

Messrs. GEO. P. ROWELL & Co., New York City.

Gentlemen:—Inclosed order upon Mr. Brown for such electrotypes as you may require for the advertising contract ordered. So that our advertising commences on or about April 1st, will be satisfactory to us. * * *

Respectfully,

DUDLEY E. JONES Co.

NEXT YEAR'S ORDER TO RENEW.

DUDLEY E. JONES CO., }
LITTLE ROCK, Ark., April 16th, 1890. }

Messrs. GEO. P. ROWELL & Co.,
No. 10 Spruce St., N. Y.

Gentlemen:—We desire to renew our advertising contract.

Please insert in the following papers six months the large cut that we will send you, we reserving the privilege of inserting a line for name of local agents. Will also send you a small cut—insert the large unless otherwise stated. Make the prices just as low as you can and report as soon as possible. Will send other cuts for this State:

Respectfully,

DUDLEY E. JONES CO.

SAILOR COTTON ELEVATOR

Cleans, Dries, Improves the
MARKET VALUE OF COTTON
~ Send for Book ~

DUDLEY E. JONES & Co Makers



LITTLE ROCK - ARK.

The above correspondence is reproduced because it exhibits to a business man, unfamiliar with advertising, the exact method which he should pursue to obtain the best service from an Advertising Agency. The evident good faith of the advertiser warrants the Advertising Agent in taking hold of the work with equal good faith and earnestness, and to do all that he can to procure good service at a cost so low that there shall be a reasonable prospect of profit to the advertiser on his investment.

If you wish to advertise, address
GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
10 Spruce St., New York.

A CONSIDERATION

OF CAUSES WHICH EXERT AN INFLUENCE ON THE PRICE WHICH
A NEWSPAPER PUBLISHER WILL DEMAND FOR THE INSER-
TION OF AN ADVERTISEMENT.

In the matter of prices for advertising space, newspapers are in classes. There are those who have a fixed schedule of charges, from which they do not deviate. There are others who have schedule rates from which they will not vary much, unless the order is specially desirable, either on account of its amount, character or the influence it will perhaps exert on other advertisers. A third class is composed of newspapers which take advertising, as a rule, on the best terms they can get.

The following are actual communications which have been received from honest, straightforward publishers of newspapers belonging to the last-mentioned class:

"It is impossible for me to forward you a schedule of rates of advertising as I have none."

"I find that I have to make a separate contract with every advertiser, and a schedule is rather a hindrance than a benefit."

"We cannot name an arbitrary rate, for prices must bend to exigencies. Sometimes our columns are full—again we are hungry."

"The reason we ask you \$10 for your last advertisement, and run the other for \$5, is because when we took the first we were in need of 'advertisements,' while now we have all we care for."

"Sometimes it pays to run dead advertisements, and at other times live ones are an objection. I have not found it possible to be governed by cast-iron rates."

The *great* newspapers, those best established and most prosperous, are largely of the first class. For a small advertisement for a week these papers are generally very cheap—considering circulation and influence. They have so much short-time advertising, which goes in at full rates, that they have little space to spare at a reduced price, and consequently hold out small inducement to advertisers to make yearly contracts. The number of newspapers of this class is small.

When a publisher who has variable rates of charge finds that he has much less advertising than he thinks his paper should carry, he is not likely to refuse even a low offer for a desirable advertisement. The publisher of a country weekly, who asks \$100 per annum for a column, having a couple of columns to spare, will be likely to sell one at a low rate to a responsible purchaser—possibly as little as \$20 would be accepted; but, after the contract is closed, if another advertiser applies for a column, he will be likely to have to pay a higher rate; and if two or three come along the paper becomes crowded, and the last applicant may be refused a column, even at \$100, on the ground that space must be reserved for transient customers.

So also a paper which has promised positions to two or three advertisers ceases to have desirable positions to offer, and demands a high price from a new applicant, while a neighboring journal, which may be better or quite as good, not happening to have made any such contract, is entirely free, and may grant the place asked without an increased charge.

So many things influence the price of an advertisement in the large class of newspapers which have a sliding scale of charge, that for an advertising agent to promise an advertiser in advance exactly what he will do, he must charge enough to cover contingencies. Advertising has often been procured for \$20 which could not have been safely promised for \$50.

Thoughtful advertisers perceive that it is sometimes a cheaper and better way to send along an order and leave the price to be arranged afterwards, instead of tying the agent's hands by asking to be told beforehand exactly what is to be done.

If all newspapers were in the invariable practice of requiring and receiving a uniform rate of compensation for a specified amount of advertising, then advertisers would find smaller occasion to avail themselves of the services of the advertising bureau.

The price at which the *average* newspaper publisher will contract for an advertisement, to be inserted by the year, is influenced by a number of considerations. Among the questions which he may ask himself are these:

How much will the advertiser pay?

If I accept the order at the price offered, am I sure to get my money?

How much does the advertising amount to at my schedule rates?

Is it probable that the advertiser considers himself obliged to use my paper?

Are my columns so full that I shall not specially regret it if I fail to secure this order?

Is it a case where, if I do not accept the offer made I shall get nothing, and if I do accept, all that I do receive will be so much clear gain, because I have space to spare which nobody else seems to want at this time?

Nothing is more quickly affected by stagnation in business than space in the advertising columns of most newspapers. It is unlike other kinds of merchandise. The grocer who owns a barrel of sugar will have it in stock to-morrow if he does not sell it to-day; and although the price of sugar may decline it will still be worth something; and there is a possibility that the price may advance. But with a publisher who has a column of space to dispose of the case is different. His newspaper goes to press to-day! If he does not sell his space it is lost, and worse than lost, so far as immediate income is concerned: for if an advertiser does not pay for an advertisement to fill the void, reading matter must be set up for the purpose, and the printer must be paid for the typesetting. Consequently, in the majority of newspapers, except for the local patronage, which is compelled to come from the necessities of the situation, the price of advertising depends largely upon the question, "How much can we get?" This reasoning is not in use in the one hundred great newspaper offices, but is constantly used in the ten thousand less successful establishments, and must always so continue from the nature of the case.

Publishers become expert, and can tell better than would be imagined how much an advertiser will pay. The vender of a patent medicine who has sold his goods to a village druggist on a promise to advertise a year in the village paper, will find the price of that advertising held with greater firmness if the village editor happens to have heard of the transaction.

Advertisers who deal direct with publishers generally occupy larger space and pay more liberal prices than they do when dealing through advertising agents. The tendency of the agency is to place the advertisement in more papers, to secure greater circulation and at smaller cost.

When an advertiser has been dealing direct with publishers, and finally comes to the conclusion that it would be more economical to deal with an agent, there is always friction at first; for the publisher, who has been receiving \$100, net, does not like to accept \$50 or \$80 and pay an agent a commission for stepping in between him and his patron and spoiling a profitable business.

Yet if the advertiser applies to the agent for guidance and advice, the agent must serve him to the best of his ability; but he cannot be of much use unless the advertiser puts the business into his hands and submits to him every communication which comes having a bearing upon it.

It is perfectly well known that the advertising agent receives a commission from the publisher for his services in procuring, forwarding and guaranteeing the payment for advertising patronage; but it must be plain to any one who gives the matter some thought that the publisher of the newspaper will not thank the agent for intercepting business which would be sure to reach him.

When an advertiser is determined to change his method of dealing and employ an agent, it is always best for him to allow existing contracts to expire.

The following is a communication to his agent from an advertiser who fully understands his position and the difficulties which must be surmounted:

I have been giving the matter of advertising very careful consideration, and have concluded that it is not best for us to resume advertising in the papers at the present time. I am afraid that our having advertised by direct contract, and paying some of them pretty steep prices, will be kind of demoralizing. I want to give them a chance to get over that. When we settle the bills with them I am going to have a letter prepared, in which I will set forth the fact that all orders for future advertising will come through you, and then they will not expect anything else.

For any information about advertising, address

GEO. P. ROWELL & CO., Newspaper Advertising Bureau,
10 Spruce St., New York.

Miscellanies.

It is no sign of prosperity that the man who never advertises is doing business at his old stand still.—*Roma Sentinel*.

When an editor lacks backbone it must make him feel uncomfortable to have people refer to his "want column."—*Yonkers Statesman*.

A New York fashion paper says: "Nothing but coral ornaments will be seen this season upon our belles." This would seem to be a good time for cough medicine men to get in a few column "ads."—*Life*.

Man enters newspaper office. Editor looks up in alarm—"My dear sir," says the visitor, "I have a bench warrant for your arrest."

Editor—Thank God, it is no worse! I thought you had a poem!—*Pick Me Up*.

A New York daily attributes its constantly increasing circulation to the fact that it is constantly improving. This is all nonsense. People do not buy a paper to-day because it is going to be better to-morrow.—*Commercial Advertiser*.

Brown was mentioning to his wife the old legend, based, no doubt, on St. Peter's exploit, that every time a cock crows some one tells a lie.

"But how is it, then," asked his doubting helpmate, "that the roosters chiefly crow very early in the morning, when almost everybody's asleep?"

"I don't know, my dear, unless it is that at that hour most of the big dailies go to press."—*Judge*.

A Western humorist writes in his shirt sleeves. Well, that's all right. That's where his "funny bone" is located.—*Yonkers Statesman*.

"The clean literature movement seems to progress."

"Yes; I see a prominent soap man gives away a book with every bar he sells—just to show, I suppose, what his soap can do."—*Life*.

A Timely Article.—Smith—I notice that Robinson had an article in the paper this morning.

Jones—Indeed! I didn't see it. What was it?

Smith—His spring overcoat. He was taking it to the tailor to be pressed and cleaned.—*Burlington Free Press*.

Artist-tourist, in ecstasy—Just look at that scenery. There is no place that can beat those rocks. How I'd like to paint them!

Mr. Lather, the soapman (for he is the vis-a-vis)—Now, that's 'actly what I think, and right here I'm glad I've met ye! Let's have it red, in six-foot letters, right across that bluff: "The greatest boon to humanity—Lather's Shaving Soap."—*American Lithographer*.

"I've hit upon a great scheme," said a Western editor; "I nearly doubled our circulation yesterday."

"How did you work it?"

"See that steel stamp? Well, I just cut out a paragraph in the local column of the whole edition."

"How did that help the circulation?"

"Every woman in town bought an extra copy."—*Texas Siftings*.

SIX MONTHS' CREDIT.

From Responsible Advertisers notes made payable in November will be accepted in payment.

\$600

For advertising to run during the three months of June, July and August, or July, August and September, we offer to insert one inch twelve weeks in the

FOURTEEN HUNDRED PAPERS

of the Atlantic Coast Lists, for the net sum of Six Hundred Dollars, payable in November.

NEW YORK NEWSPAPER UNION,
134 Leonard Street, New York.



Six Million Readers Reached Weekly.